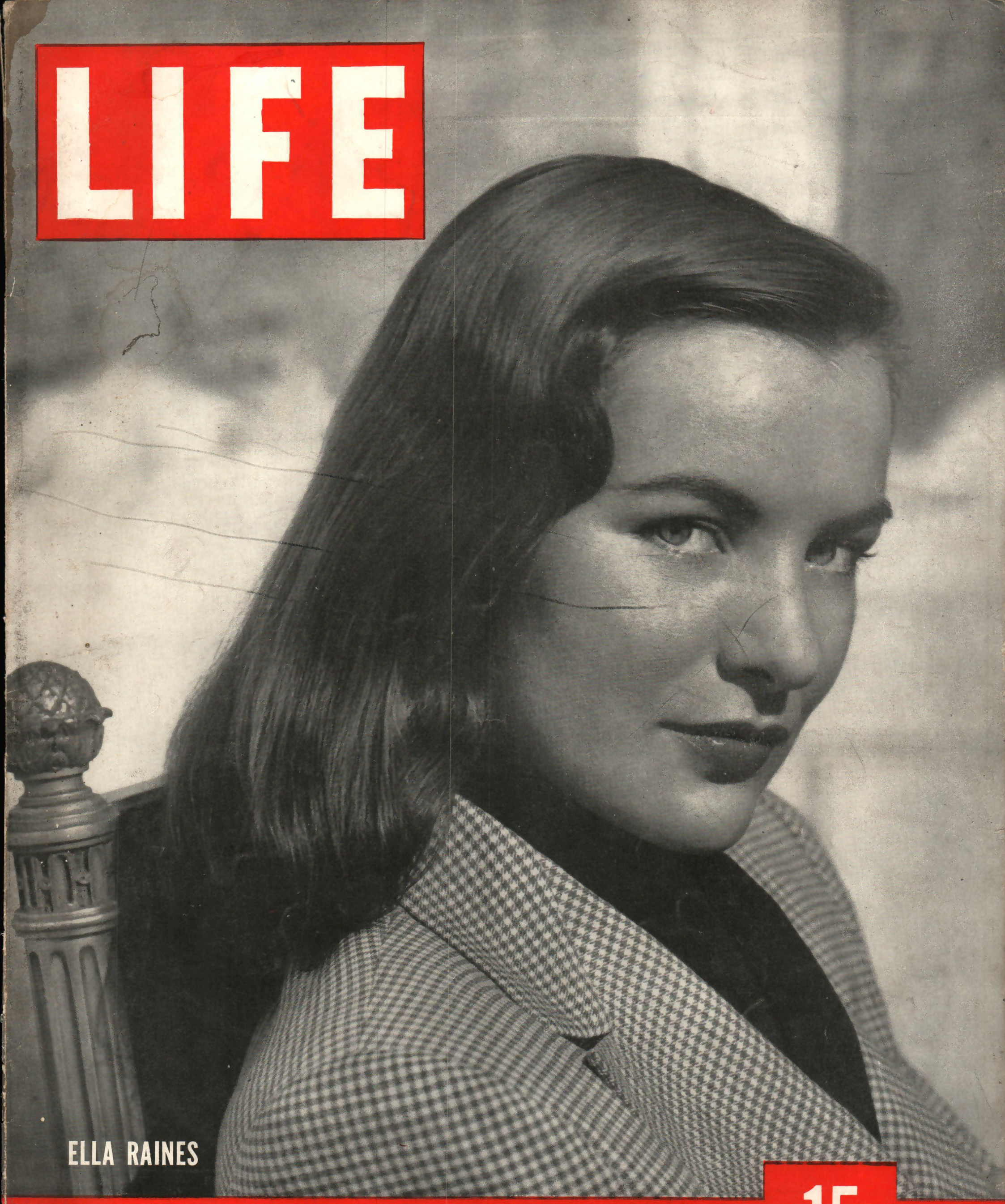
# LIFE



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You're off on your vacation . . . for rest, relaxation and new and charming friends.

But surely you don't want that lovely girl you meet at the beach to turn you down on a date . . .

And you don't want that charming couple at the hotel to put a black mark against your name when they're looking for a fourth at bridge.

Don't run the risk of offending others by being careless about your breath. Halitosis (bad breath) may afflict everyone at some time or other. And you, yourself, may not know when you are the guilty one. So it pays to be extra careful.

One of your best friends in this matter is Listerine Antiseptic. Tuck a bottle in your vacation bag. Use it night and morning, and between times, before meeting others. Against bad breath of non-systemic origin it works so quickly, so delightfully . . . freshens, sweetens the breath, and quickly overcomes odors.

Moreover, you will find Listerine Antiseptic a tried-and-true first-aid against minor skin infections and insect bites and stings. All in all, it's a vacation "must" you can't afford to leave behind. Be sure to tuck a bottle in your vacation bag. It pays off in comfort and popularity.

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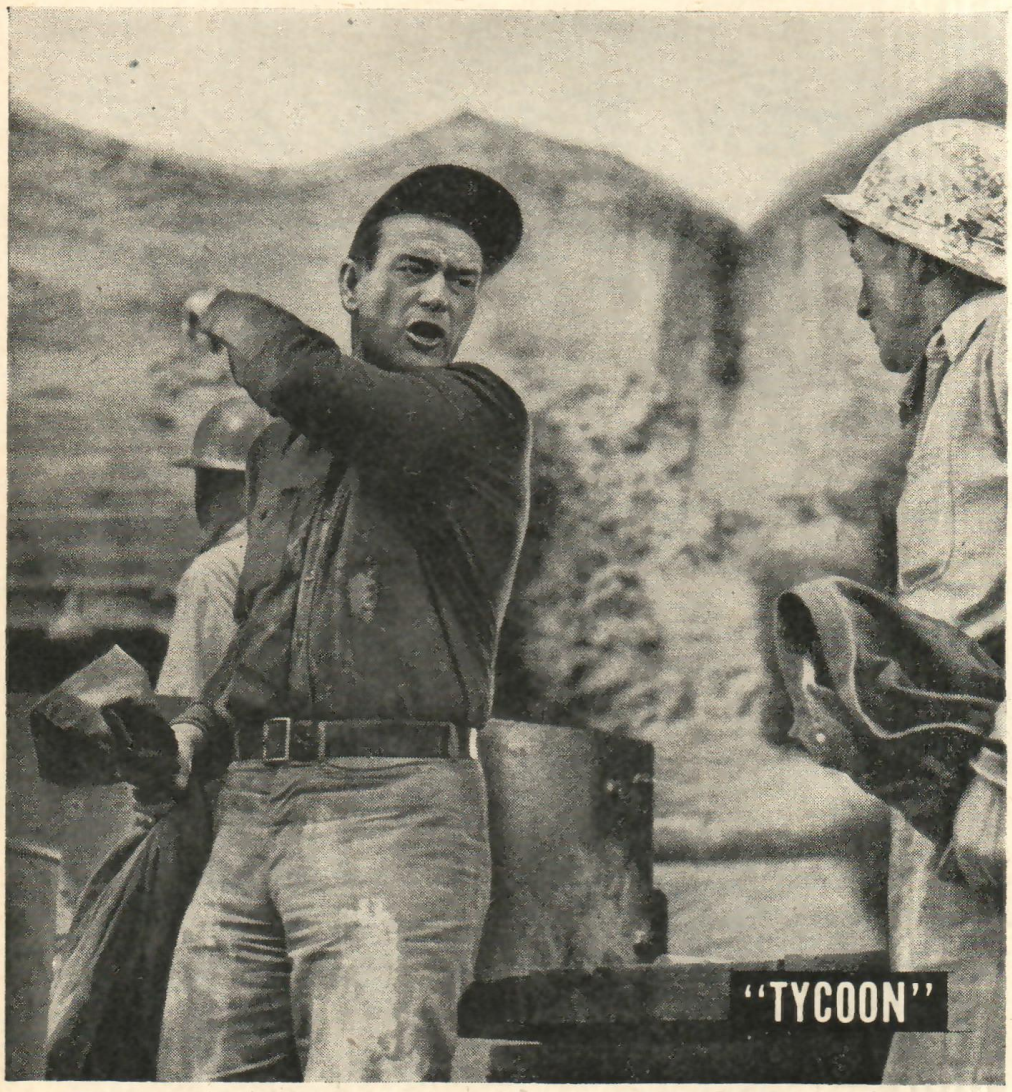
***P. S.*** *Do you know that Listerine Antiseptic is a wonderful precaution against infectious dandruff with its ugly flakes and scales? Make Listerine Antiseptic and massage a part of regular hair-washing.*

# RKO's PIC-TOUR OF THE WEEK




**TOUGH TO GET ALONG WITH** is stormy JOHN WAYNE, construction boss who bellows his orders in RKO's *Tycoon*. He cools off, melts into a soft romantic touch, when lovely LARAINE DAY comes along. Filmed in Technicolor, *Tycoon* tells of tunnel and bridge building in the Andes.

**LOVE,** as it must inevitably come to all screen duets, sneaks up on JAMES STEWART and JANE WYMAN in *Magic Town*. But, it gets slapped around when this man with *ideas* crosses swords with this girl with ideals. Film is an independent ROBERT RISKIN production.

**BRILLIANT** title role in RKO's *I Remember Mama*, screen version of the Broadway stage hit, provides glamorous IRENE DUNNE with most unique vehicle of her career. Co-stars are BARBARA BEL GEDDES, OSCAR HOMOLKA, PHILIP DORN. A George Stevens production.

**PRODUCTION HALTS** on this RKO sound stage when Gregory Peck drops around to say *hello* to EDDIE CANTOR and JOAN DAVIS, stars of *If You Knew Susie*, gay comedy based on the song Cantor made famous. Eddie can't see what Joan sees in Gregory, but you can.

THESE BIG RKO PICTURES WILL SOON BE SHOWN AT YOUR THEATRE

RKO RADIO PICTURES



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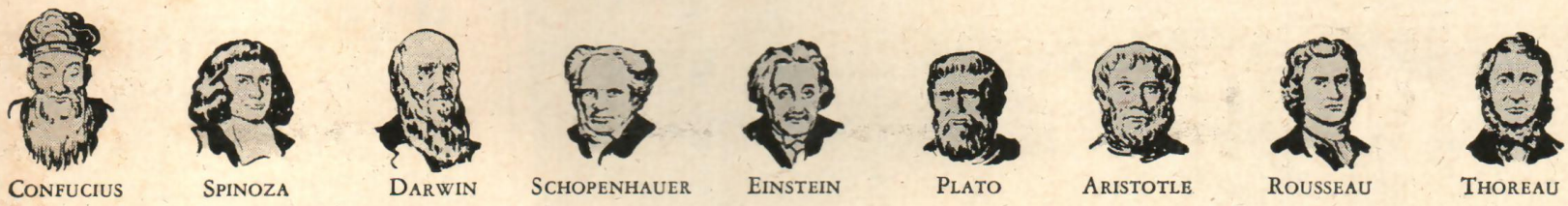

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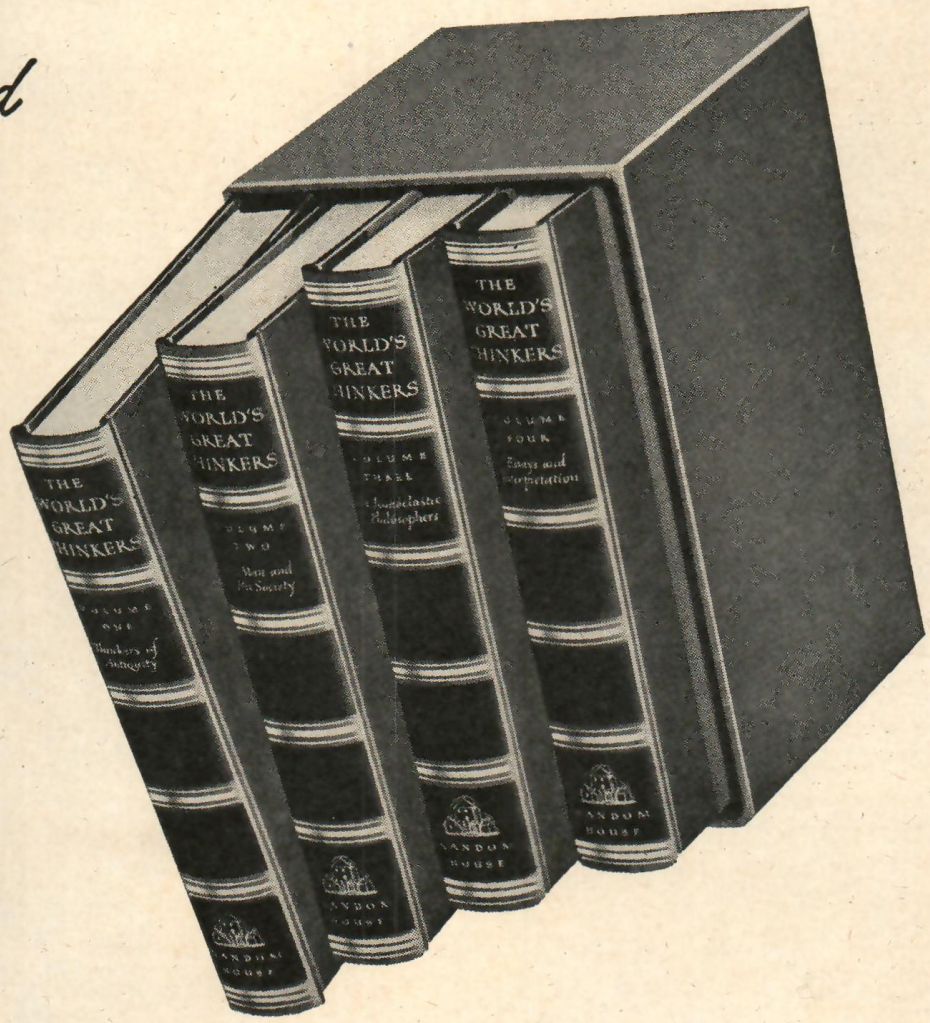


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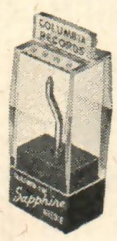


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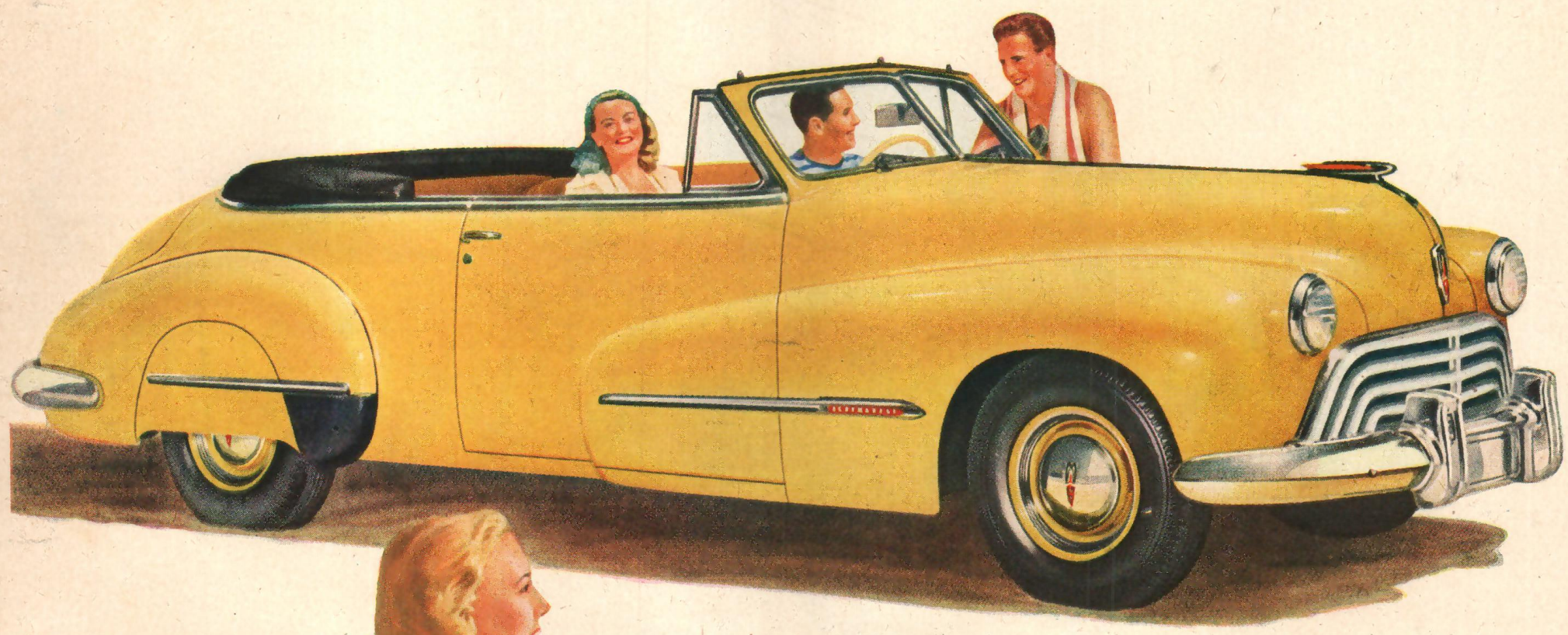

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# G-E LAMPS

**GENERAL ELECTRIC**

# LETTERS TO THE EDITORS

### GEORGIA PRISON

Sirs:

My hat is off to you for your relentless fight against the race hate which exists in the South today. Scenes such as you have depicted in your Picture of the Week of the Georgia prison (LIFE, July 21) would not come to us except through impartial national publications.

My local newspaper, the Houston *Chronicle*, has one of the largest circulations in Texas. Yet, like most Southern newspapers, it plays up the Negro as a rapist and a murderer, displaying his crimes and alleged crimes in bold front-page type, while crimes perpetrated against the colored people or worth-while achievements by this group are either omitted altogether or told about in small back-sheet type.

Incidents such as this Georgia massacre are made possible by the deliberate nurturing and fanning into flame of any and all sparks of race hate on the part of our dailies. It is no wonder that so many of the white population look upon the Negro as a menace to society rather than a citizen with human rights.

I am a Negro and the mother of two small boys who do not know as yet that they are anything more—or less—than normal American children. I shudder to think of their future in this, our southland, where hostility toward my people seems to be on the increase rather than on the decline.

MRS. B. W. RANSOM
Houston, Texas

Sirs:

Regarding your story on the prison camp, here are a few facts you omitted:

1) These prisoners had given enough previous trouble that day to warrant the calling of police from nearby Brunswick.

2) Previous escape records of the five who were killed instantly are as follows: Jonah Smith, five; Henry Manson, three; Willie Wright, one; James Smith, two. The fifth record, George Patterson's, was not listed.

3) Major C. A. Williams, head of the state department of prisons, held an immediate investigation in which the warden and guards were exonerated.

FIELDING D. WHIPPLE
Athens, Ga.

● Another fact: the jury which exonerated the warden and guards went on record that the chain gang is the only proper way to handle Negro prisoners.—ED.

### CYCLIST'S HOLIDAY

Sirs:

Your coverage of Cyclist's Holiday (LIFE, July 21) is unfortunately not a complete picture of the havoc at Hollister. I believe that one of your veteran photographers from either the ETO or South Pacific would have thought he was back in some rather heavy barrage had he been placed in the town to cover the "event." . . .

One correction seems in order. The 4,000 in attendance were not members of one club but were probably composed of 50% American Motorcycle Association members and 50% mere motorcyclists out for a three-day holiday. About 500 made the event the debacle it was. The others found it safer to take to the timber and put as many miles between them and Hollister as was possible on two wheels on a holiday weekend. . . .

CHARLES A. ADDAMS
Los Angeles, Calif.

Sirs:

I have taken it upon myself to write you this letter in the hope that I can in some way straighten out what will obviously be an extremely bad impression of motorcyclists.

I have been a motorcycle enthusiast for some 16 years and have ridden in all parts of the world. California presents the best riding because of its field meets and open-country riding. The majority of men ride for personal enjoyment rather than endangering the lives and limbs of citizens for the simple reason that they like to show off.

There is a natural tendency when you first begin to ride a motorcycle to feel that you are above the crowd and consequently you may do many childish stunts to impress the bystander. However the longer you ride, the healthier a respect you gain for the motorcycle itself and realize that you need possession of all your faculties to master this man-killer. Drinking beer, as our friend in the picture seems to be doing, is one of the fundamental "don'ts" of riding. . . .

I would also like to mention some of our safe and sane Hollywood motorcyclists, and I can't think of anyone better to begin with than Clark Gable. The list goes on from there: Larry Parks, Randolph Scott, Ward Bond, Andy Devine, Bob Stack; I could go on *ad infinitum*.

KEENAN WYNN
Metro-Goldwyn-Mayer Pictures
Culver City, Calif.

Sirs:

Words are difficult to express my shock in discovering that motorcyclist picture. It was very obviously arranged and posed by an enterprising and unscrupulous photographer.

We regretfully acknowledge that there was disorder in Hollister—not the acts of 4,000 motorcyclists, but rather of a small percentage of that number, aided by a much larger group of nonmotorcycling hell-raisers and mercenary-minded barkeepers. We in no manner defend the culprits—in fact drastic action is under way to avoid recurrences of such antics.

You have, however, in the presentation of this obnoxious picture, seared a pitiful brand on the character of tens of thousands of innocent, clean-cut, respectable, law-abiding young men and women who are the true representatives of an admirable sport.

PAUL BROKAW
Editor
*Motorcyclist*
Los Angeles, Calif.

● For a presentation of law-abiding, respectable motorcyclists, see pages 112 to 117.—ED.

### HEIDELBERG HIGH

Sirs:

In "LIFE Visits Heidelberg High" (LIFE, July 21) we are confronted with the nauseous spectacle of two of our fellow citizens who have nothing better to do with their time while abroad than to carve their initials on a 17th Century wine cask.

What is wrong with our people that they have no more respect for other peoples' property and no more sense of antiquity than to perpetrate such offenses? And what opinion of Americans must be entertained by others—even if they be our defeated enemies—who see the conquerors behave in so wanton a fashion? . . .

RODGER L. SIMONS
New York, N.Y.

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# LETTERS TO THE EDITORS

CONTINUED

## UNITED EUROPE

Sirs:

A-plus to LIFE for its July 21 article on a U.S. of Europe, but a flunking minus for giving Ben Franklin top mention for American inspiration. It is, in fact, Ben's great and good friend Tom Paine who deserves most of the kudos.

Paine and Franklin frequently discussed science and politics and both saw the logic of applying the formula of the new republic to Europe and the rest of the world, but it was Paine who actually went to work on the idea. Franklin had said, "Where liberty is there my country is," and Paine answered, "Where liberty is not, there is mine." . . .

EMERSON TREACY
Los Angeles, Calif.

Sirs:

A serious omission was made from your "outline of proposals for uniting Europe."

Perhaps you are not familiar with William Penn's *Essay Towards the Present and Future Peace of Europe, By the Establishment of an European Diet, Parliament or Estates*, first published in London, December 1693. Many have thought this to be one of the most forward-looking and important suggestions ever made for a United States of Europe. . . .

GEORGE E. OTTO
Morrisville, Pa.

## HOTFOOT

Sirs:

After listening for many years to the fun poked at our Southern politicos by our damyankee friends, it really did our hearts good and gave us hope when we saw your picture of a Massachusetts legislator getting the hotfoot from one of his fellow playmates (LIFE, July 21).

E. H. POWELL
Austin, Texas

## SAILING

Sirs:

In your story on sailing (LIFE, July 21) you state that it would cost about $50,000 to duplicate the New York 32 *Lord Jim*. As yacht-builders we know that the cost of yachting has gone up, but not that much.

We hereby submit you a firm bid of $30,000 for a sister ship of the *Lord Jim*.

ALBERT B. FAY
Seabrook, Texas

CONTINUED ON PAGE 10


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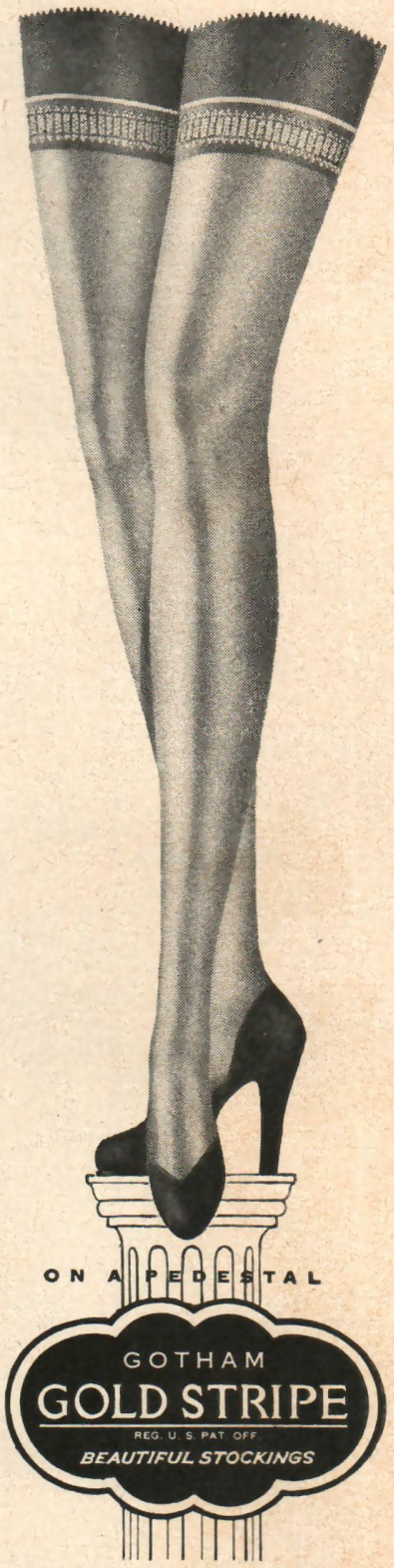


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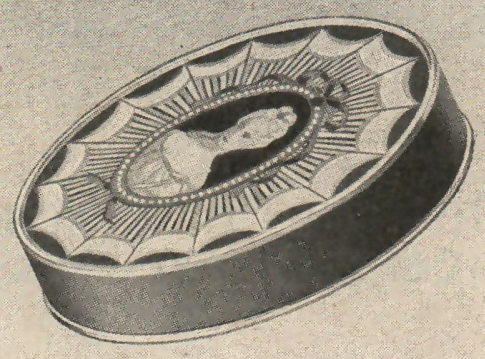

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## LETTERS TO THE EDITORS

CONTINUED

Sirs:

Please inform Mr. James O'Neill (at the tiller of the *Lord Jim*) that he may get a little more out of his new sloop by removing those landlubberly rails along the gunwales. In the picture the starboard rail is almost as effective as an anchor!

ENSIGN RICHARD FERGUSON, USN
Philadelphia, Pa.

Sirs:

. . . Marblehead refuses to take backwind from Long Island or any other area as to the quantity or quality of its sailing.

This may sound like Chamber of Commerce. It isn't—it is simply a nostalgic, beached Marblehead mainsheet man who misses sailing and Marblehead harbor.

R. E. MICHAUD
Brunswick, Maine

● If Marblehead wishes to challenge Long Island Sound for yachting supremacy let it equal at its coming race week the grand total of 2,753 starters recorded by Larchmont July 20 to 27.—ED.

### FLYING-SAUCER SCOOP

SIRS:

REGRET LIFE'S INACCURACY IN JULY 21 ISSUE: FLYING-SAUCER PICTURE ATTRIBUTED TO MANCHESTER "EVENING LEADER" DID NOT RUN IN "LEADER," WHOSE COPY DESK PASSED IT UP, BUT RAN IN NEW HAMPSHIRE "MORNING UNION." WHILE I AM PRESIDENT OF THE UNION-LEADER CORPORATION, I AM ALSO THE PUBLISHER OF NEW HAMPSHIRE "MORNING UNION," WHEREAS THE VICE-PRESIDENT AND TREASURER OF THE UNION-LEADER CORPORATION, LEONARD V. FINDER, IS PUBLISHER OF THE MANCHESTER "EVENING LEADER." ANY TIME THE STODGY "EVENING LEADER" GETS CREDIT FOR PRINTING A PHOTOGRAPHIC SCOOP ORIGINATED BY THE "UNION," THIS IS CAUSE FOR MUCH PAIN. IT WOULD BE BAD ENOUGH TO BE SCOOPED ON ANYTHING ON THIS EARTH, BUT BEING ASTRONOMICALLY SCOOPED IS A LITTLE TOO MUCH.

WILLIAM LOEB
PUBLISHER
NEW HAMPSHIRE "MORNING UNION"
MANCHESTER, N.H.


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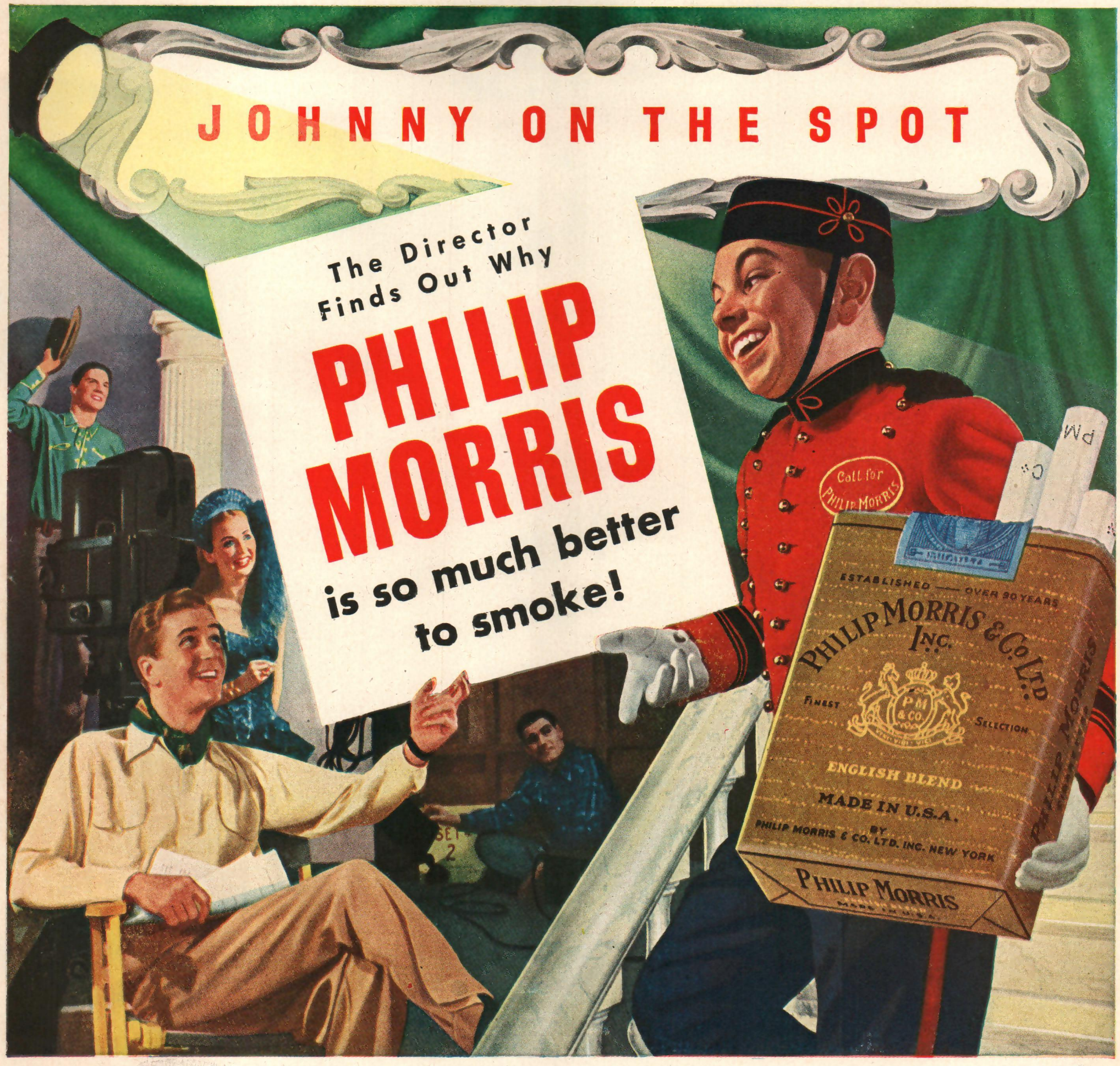
# JOHNNY ON THE SPOT

The Director
Finds Out Why

# PHILIP MORRIS

**is so much better to smoke!**




The Director thought he had Johnny on the Spot. "Why," he asked, "is PHILIP MORRIS so much better to smoke?"

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**Yes, it's true . . . if every smoker knew what PHILIP MORRIS smokers know—they'd all change to PHILIP MORRIS, America's finest cigarette.**

*TRY A PACK TODAY!*

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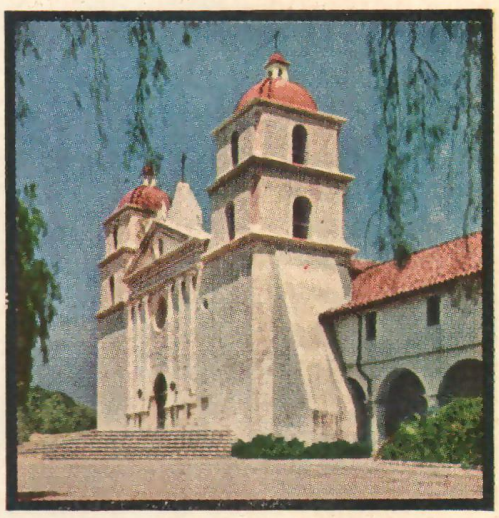

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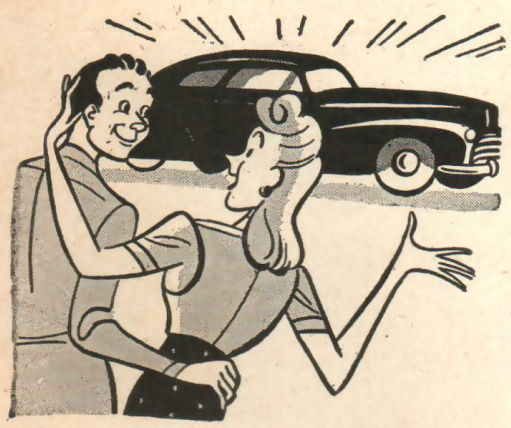

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Nothing that you buy for your home will pay richer dividends in pleasure than your Lester Betsy Ross Spinet. It will fill to the richest your hours of relaxation ... put sparkle into your entertaining ... give stimulus to the lives of children and adults. Superb, rich tone plus fast, easy action makes playing a new experience on the Betsy Ross Spinet. Distinctive styling ... in fine woods plus compact size makes it the ideal piano for every room. Moderate in cost ... guaranteed for ten years ... the Betsy Ross Spinet is made only by the Lester Piano Manufacturing Company ... builders of world renowned Lester Grand Pianos.

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**DIANA WYNYARD SITS BESIDE A VICTORIAN GARDEN WALL**

**STRELSA BROWN** wears a flower-print dress with puffed sleeves and carries a lace fan. Fans were popular in the 1890s.

**MARY MIDWINTER,** posing against a Watteau-like background, wears deeply pleated skirt and feathery-looking bodice.

**MARY NASH** wears low neckline dress. In the '90s gowns were even more décolleté than today.

# SPEAKING OF PICTURES...

## ...CECIL BEATON PHOTOGRAPHS THE COSTUMES HE DESIGNED

The ornate and mannerly world of late Victorian high society is Photographer Cecil Beaton's spiritual home. In particular he is fascinated by the gorgeous and graceful raiment which London ladies of rank and breeding then wore. Last winter when he designed the costumes for a Broadway revival of Oscar Wilde's *Lady Windermere's Fan* (LIFE, Oct. 28) drama critics found them one of the outstanding aspects of the whole production. Now, in his native England, Beaton has designed costumes for another Wilde comedy, Sir Alexander Korda's movie version of *An Ideal Husband*. After the dresses were made and put on by Diana Wynyard (*opposite*) and the bit players who were carefully picked to wear them in the movie's party scenes, Beaton set up his camera and took the stylized pictures shown on these pages. Although his creations are exaggerated and idealized versions of the clothes which women really wore in 1895, Beaton hopes that film audiences will be so struck by their beauty that they will begin thinking fondly and enviously of the epoch which he himself loves so well.

**ROMA GOY** carries an ostrich-plume fan and wears a pearl tiara. Only rich old ladies persist in wearing tiaras any more.

**ROSALIE HILLAN** wears jewel-embroidered skirt. Beaton needed government permit to buy materials for these gowns.

**JOY ADAMS** wears voluminous train on her dress, which is decorated with large roses of silk.

Looks Like I Need Some Help Myself!

LATER–Thanks to Colgate Dental Cream

*Always use* **COLGATE DENTAL CREAM** *after you eat and before every date!*


# SPEAKING OF PICTURES

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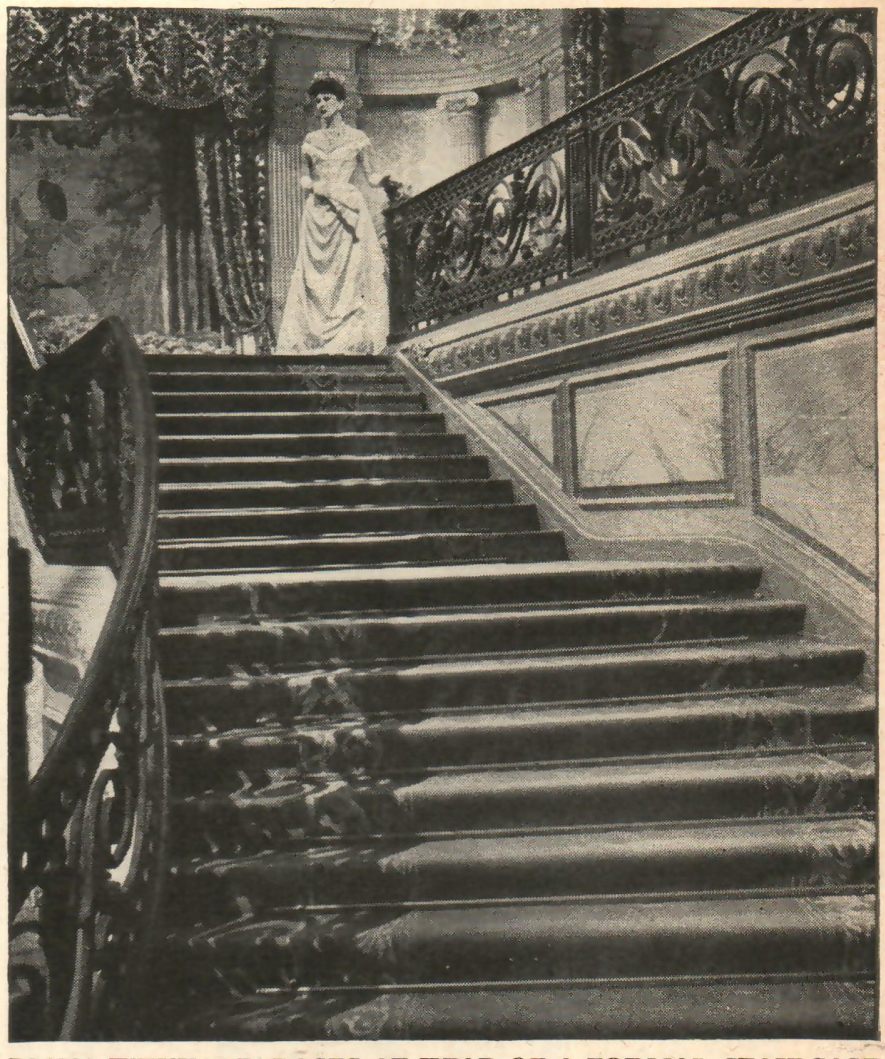

**DIANA WYNYARD POSES AT HEAD OF A FORMAL STAIRCASE**

## DECOR BY BEATON

To make sure his costumes are displayed in proper surroundings Cecil Beaton has done the décor for *An Ideal Husband* as well. He has superimposed on Vincent Korda's handsome settings many carefully chosen items—chandeliers, wall hangings, bric-a-brac—which give an authentic feeling of the luxurious, faintly overstuffed existence that characterized the spacious London houses in which Oscar Wilde laid his plays.

**GLYNIS JOHNS STANDS IN STATELY SETTING OF FLOWERS**

# SURE "HOME RUN" IN FAMILY FUN!

**ENJOY COMMON INTERESTS**
**BE A "FRESH UP" FAMILY!**

Planning fun together is typical of the millions of "fresh up" families. They have lots of interests in common . . . like baseball and lively 7-Up. They're "7-Up Steadies" because of its fresh flavor . . . its clean taste . . . the way 7-Up exactly fits their happy moods.

Be a "fresh up" family. Bring the *sure* enjoyment of thirst-quenching 7-Up to your daily work and play. Order where you see the colorful 7-Up signs.

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YOU LIKE IT···IT LIKES YOU!

**Two men wanted her love....**
**The third wanted her life!**

*The story of a defiant daughter . . . a notorious mother . . . and the gambler who came between them!*

# "Desert Fury"

in Blazing TECHNICOLOR

A **Hal Wallis** PRODUCTION

starring

LIZABETH SCOTT · JOHN HODIAK

BURT LANCASTER

with

and introducing

Mary Astor · Wendell Corey

DIRECTED BY LEWIS ALLEN

SCREEN PLAY BY ROBERT ROSSEN

A PARAMOUNT PICTURE

# LIFE'S REPORTS

WITH ALL THEIR BELONGINGS A MOSLEM FAMILY LEAVES HINDU AREA

# HOUSES DIVIDED

## Moslems and Hindus frantically swap businesses and homes as India's partition day approaches

### by ROBERT NEVILLE

NEW DELHI

An Indian Christian named Joseph Asirvadam recently established a thriving business on Connaught Place in New Delhi. Renting a desk and two chairs, which more than filled an 8x10 law office lent him by a friend, Mr. Asirvadam proceeded to insert an advertisement in a New Delhi paper, which read, "Mr. Joseph Asirvadam, a property dealer, has opened his office in New Delhi and undertakes to effect an exchange of property in Hindustan and Pakistan. He has the authority to transact business running into 10 million rupees." From the moment the advertisement appeared Asirvadam did not have an idle moment. Customers were flocking to his cubicle within a couple of hours after Delhi breakfasters read his notice. Before many days they had nearly forced him out of his office entirely.

Mr. Asirvadam was one of those early birds who set up shop soon after June 3, when Mountbatten's plan for dividing British India into two parts was first announced. He was a forerunner of a whole group of traders and fixers to whom worried Hindu and Sikh property owners in Pakistan and frightened Moslem owners in the Hindustan area are turning for advice and assistance. Before Pakistan becomes an established fact on August 15 these brokers are operating a gigantic real-estate exchange where it is possible to negotiate all kinds of bargains and get all kinds of quotations. How much is a Moslem-owned modern ballroom in Bombay worth in terms of a sugar factory near Lahore owned by Sikhs? How many acres of wheatland with irrigation rights can a Moslem in Punjab exchange for his 20-acre fruit farm in Berar? Is a Moslem-owned stationery and bookshop in Patna worth a Hindu-owned bakery in Rawalpindi? These and many other questions are being asked and answered by the new crop of middlemen.

The rush to be on the right side of the border on partition day increases hourly. Curiously many of those who were loudest in demanding the division of India never thought the matter out in terms of passports, visas, money control and transfer of property. Only now do they realize that henceforth a journey from Karachi to Bombay will probably require visas in addition to the simple price of a plane or railroad ticket. It will probably be difficult if not impossible in the future to live in one place and derive one's income from the other. It will take time for Pakistan and India to set up their respective customs and immigration and exchange-control systems, but there is little doubt that all these will come to pass.

At the moment the boom city in India is Karachi, the big port on the west coast a few hundred miles above Bombay, selected by

CONTINUED ON NEXT PAGE


GENUINE REGISTERED
Keepsake
DIAMOND RINGS
Trade Mark Registered

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*Never a Ring so Cherished*

"I'm so proud and happy . . . it's a Keepsake, the most treasured of all diamond rings!" Only one diamond in hundreds meets the exacting standards of quality which distinguish every Keepsake Diamond. Identify Keepsake by the name in the ring, and the words "guaranteed AA registered perfect gem" on the tag . . . as illustrated. Let comparison prove that a Keepsake gives you higher quality and greater value than an ordinary ring of the same price. Better jewelers are Keepsake Jewelers. Prices from $100 to $5000.

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| Engagement Ring | 350.00 | | |
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Please send the useful 20-page book, "The Etiquette of the Engagement and Wedding" . . . a complete guide to social correctness in planning the betrothal and wedding events . . . with illustrations and prices of Keepsake Rings and the name of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.

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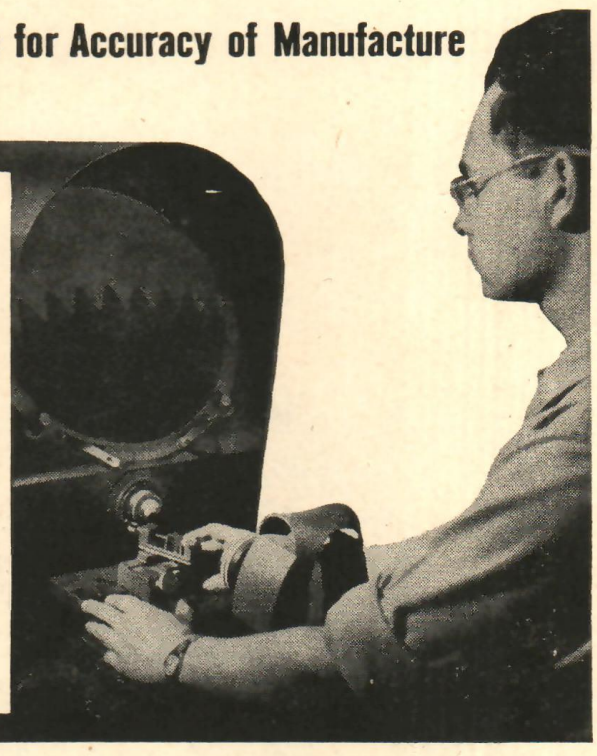
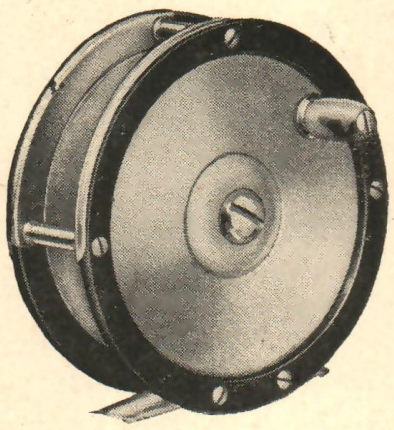
# THE BEST FISHING YOU EVER HAD

Remember the time you pulled in the "big 'uns" almost as fast as you could bait your hook, the best fishing you ever had? Well, you get something of that same thrill . . . a big thrill . . . on the first occasion you enjoy your favorite sport with BRISTOL'S fine, new, precision-made fishing tackle. BRISTOL, maker of the first steel fishing rod, the first all-purpose telescopic rod, the first silk fishing line, again has set new standards for quality and value. At your Dealer's, inspect BRISTOL'S handsome new hexagonal and round telescopic rods, BRISTOL'S one piece seamless tubular and one piece solid steel rods, BRISTOL'S advanced-type reels and wonderfully "fishable" lines. You'll agree that here, indeed, is fishing tackle at its modern best.

## Inspecting BRISTOL Tackle for Accuracy of Manufacture



Precision manufacture . . . hair-line accuracy throughout every process of production . . . is almost a fetish with BRISTOL'S veteran, skilled workmen. Illustrated here is a "Comparator" by which fishing tackle parts to be inspected are magnified from fifty to sixty times. By this method, threads, gears, guide rings and many other parts can be compared *minutely* with original drawings of these parts thus assuring a uniform accuracy and a precision of manufacture of exceedingly high degree.



**BRISTOL SINGLE ACTION FLY REEL NO. 66**

This light, sturdy BRISTOL Single Action Fly Reel #66 is of all aluminum alloy construction. It has bronze shaft and spool bearing and chromium line guard and pillars which can be reversed for left-handed fishermen. It has dual clicks and a large arbor with specially designed line fastener. It has ample capacity for either a "C" or "B" line, with room to spare for some backing or running line. This reel is 3½" in diameter, ⅞" between plates.

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the Governor General Designate of Pakistan, Mohamed Ali Jinnah, to be his capital. Karachi was taken completely by surprise at being thus honored and now finds itself lacking almost everything it needs to function as the seat of government for a dominion of 70 million souls. Karachi does not even look like a capital. It is short of hotels, homes, offices, stores, theaters, streetcars, buses, and in the time left before Pakistan is established there is little chance that any of the more glaring deficiencies can be remedied. Prices have shot up astronomically in comparison to the period before June 3.

Homes are the commonest commodity on the swapping market, and between the lines of some of the home offers can be read very touching stories indeed. Take this notice appearing on a real-estate agent's bulletin board: "Well-to-do Madrassi Brahmin wants to exchange big home in Rawalpindi for suitable home in Allahabad. The Rawalpindi property is suitable for a large Moslem family."

Reading this ad, those who have lived in India know that the stenographic and secretarial force of almost all Indian firms are Madrassi. Obviously Mr. Rama Krishnan, owner of the Rawalpindi house, had served a Moslem firm for 25 years, had a big salary and excellent prospects. But the Rawalpindi riots of last year plus the avowed aim of "patriotic" Moslem firms now to hire as few Hindus as possible have convinced him that his future is not in Pakistan. Mr. Rama Krishnan has five daughters whom he will have to arrange to marry off within a few years. This will take money, although he will probably not be able to command the same pay he now gets. He is not alone in his troubles, however. More than a thousand Madrassi families moved out of northern India en masse during the last month, leaving the Pakistan-to-be considerably poorer in shorthand experts. In fact one wonders whether, if the departure of Madrassi continues, Pakistan will have any stenographers at all. Moslem secretaries are very scarce.

Many times in the past, Indian firms have appealed to nationalist or anti-British patronage by advertising that they were "Swadeshi," meaning native, as opposed to "foreign" British firms. Seldom, however, have they referred to the communal composition of their boards of directors. Now this squeamishness is gone and on both sides of the prospective border appear advertisements appealing to Hindu or Moslem "patriotism." In Pakistan particularly there are springing up Moslem shipping firms, Moslem insurance companies, Moslem banks, all asking good and true Moslems to buy shares and make a go of Moslem enterprise. A Moslem airline has been formed to supplement India's two main airlines, now Parsee and Hindu owned, and to connect the two parts of Pakistan by air.

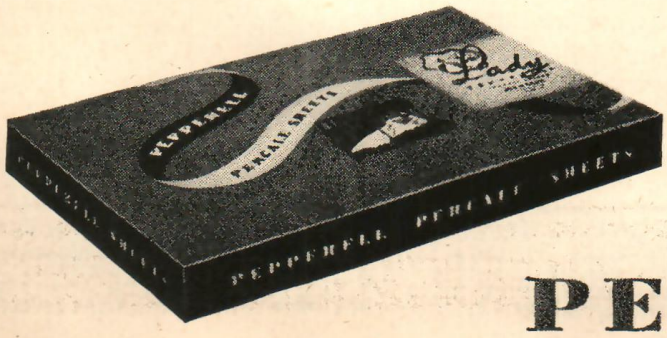
●

All this emphasis on religion in ownership has made propertied men in both India and Pakistan apprehensive. A case in point is one Ahmed Sherwani, who came to Cawnpore on his bare feet with only a few copper pies in his pocket 30 years ago. He labored as have few of his countrymen, with the result that he is now sole owner of a substantial leather works, one of the few businesses in which Moslems are likely to outshine Hindus, who are loath to deal in such near-sacred objects as cowhides. But the trouble with Ahmed Sherwani is that all along he has shown himself a pro-Moslem Leaguer and has contributed to the league's funds. Recently competitors have begun to whisper that he may not be a loyal citizen in the new Hindu-dominated India, and there is talk of a boycott. Should he go to Pakistan and start all over, or should he stay in India and possibly be driven into bankruptcy? It is a tough decision, which Ahmed Sherwani has not yet made.

A lot of his fellow Moslems, judging from their advertisements in the newspapers, have already decided to throw in their lot with Pakistan. Thus two "modern palatial houses recently built at Lucknow and Naini Tal" are put up for exchange for similar property at Karachi. Two vast compounds in Bihar are offered for similar property in Sind. Also offered for a swap are a woodworking shop in Jodphur which will be on the Pakistan border but nevertheless still in India; an old established wine agency in eastern Punjab with branches in hill stations; a piece-goods shop situated in a Hindu area in Bombay; a slate and flooring-tiles factory at Bikaner; an asbestos factory in Poona.

Meanwhile, in the hustle of moving days, few Indians realize another problem they will probably face once they have got themselves on the right side of the border. In Pakistan, for example, a Punjab who speaks Punjabi may find himself living between a Sindhi who speaks Sindhi and a Pathan who speaks Pushtu. Moreover, none of the three will be able to speak the official language of Pakistan. Mr. Jinnah has announced that it will be Urdu, which he has just succeeded in mastering himself.

# Dreams do come true . . .




Your precious little daughter . . . dreaming of the day she, too, will cut a wedding cake! And as she purrs at the comfort of your smoothest Pepperells, *you* dream of a young bride's linen shelves filled with the luxury of these lovely sheets. *Pepperell* Sheets are woven for superbly fine texture, exquisite smoothness . . . woven to wear, wear, *wear*. Indeed, for all-round value, you'll *always* ask for Pepperell Sheets—available in both types of percale, regular and combed—both types of muslin, utility and luxury. See them in white and "personality colors"! Pepperell Manufacturing Company, Boston, Massachusetts.

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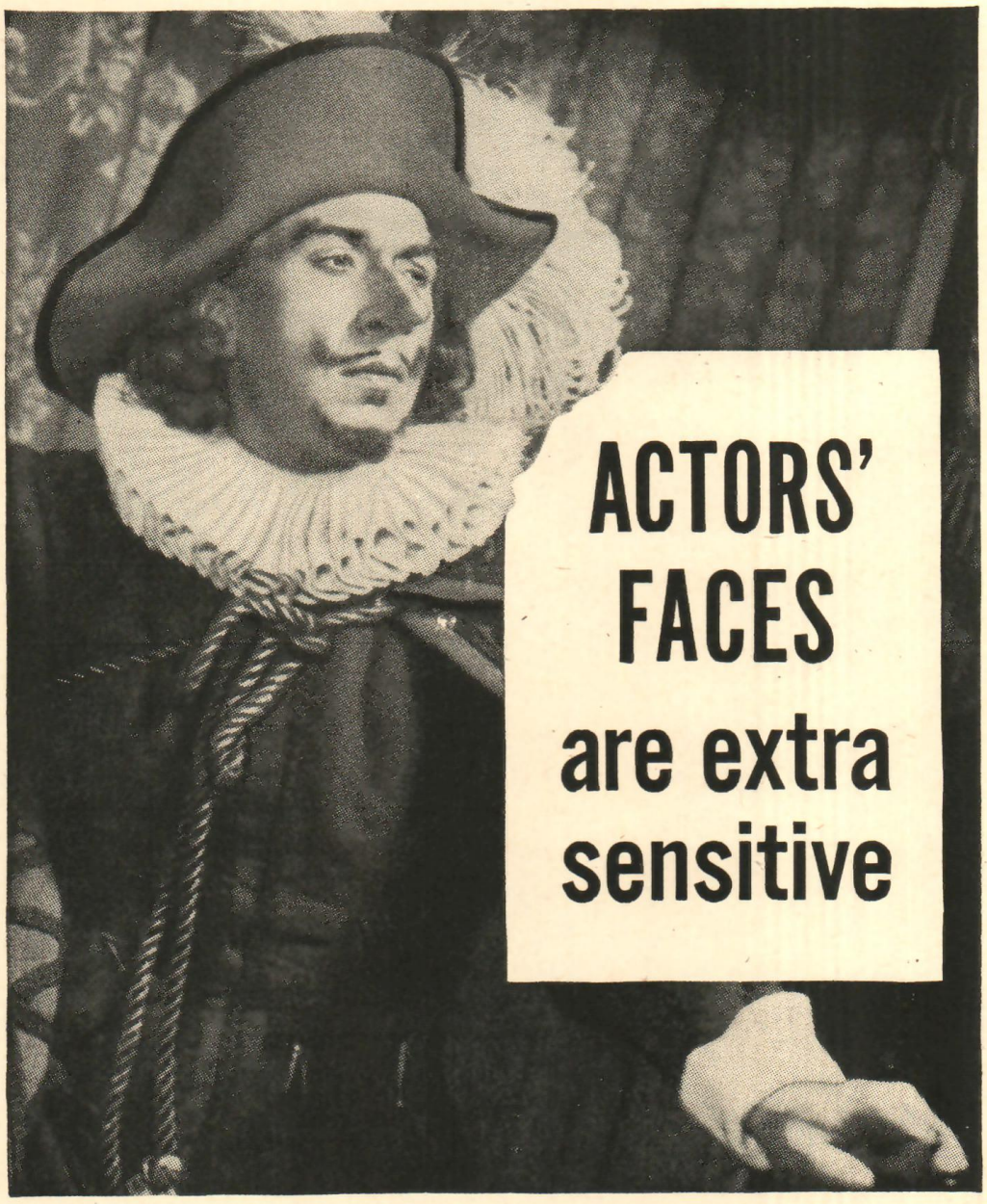

ACTORS' FACES are extra sensitive

—*that's why* **José Ferrer**
*shaves with soothing* **WILLIAMS**

COMPLETE to the traditional false nose, José Ferrer's appearance in the title role of "Cyrano de Bergerac" was a make-up triumph. But such artistry has drawbacks. Mr. Ferrer explains: "Removing my stage make-up leaves my face sore. I can't take chances with irritating shaving creams so I always use Williams. It never stings or irritates."

Williams is so completely easy on the face because it's made with mild-to-begin-with ingredients, carefully blended in precise amounts. Williams gives you the benefits of over 100 years' experience in manufacturing fine shaving preparations.

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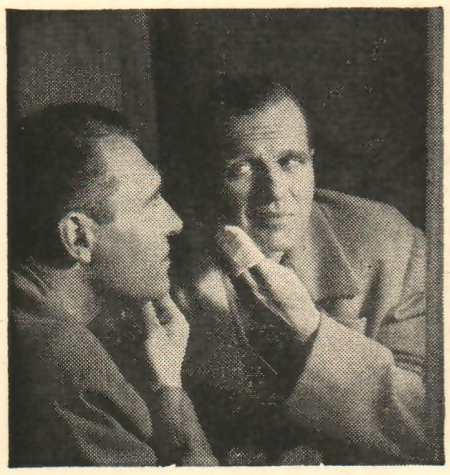
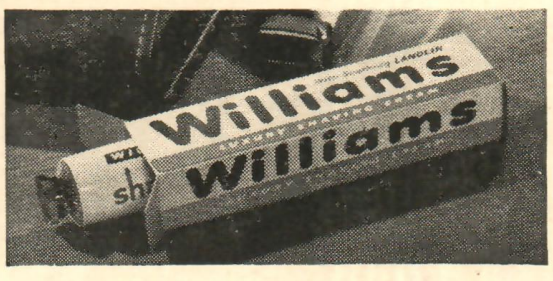
Rich, heavy-lathering Williams soaks whiskers thoroughly soft. It lets you get a close, clean shave in comfort . . . leaves the face feeling smoother and softer, refreshed.

Treat your face to a tube of Williams today. If you prefer a brushless shave, try the new Williams Brushless Cream.



**RALPH BELLAMY, star of the Pulitzer Prize-winning comedy, "State of the Union," says: "Taking off stage make-up after every performance leaves the face sensitive . . . but I can shave closely without soreness when I use Williams Shaving Cream. It doesn't sting or irritate my skin."**

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**Your choice of lather or brushless**—*Williams has the same luxurious shaving cream qualities in a new heavier, richer Williams Brushless Cream.*



# LIFE

REG. U.S. PAT. OFF.

Vol. 23, No. 6 — August 11, 1947



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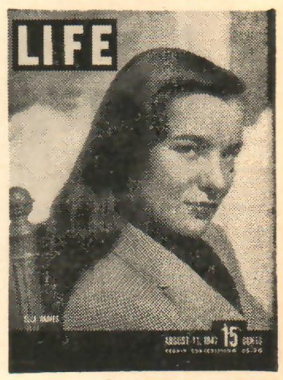
## LIFE'S COVER

The serene face on this week's cover was leaning over a stove six years ago as its owner, Ella Raines, prepared to cook a ham. The stove exploded. Ella's face and hands were badly seared and her hair almost entirely burned off. Although it was thought for a while that the accident would blind her, audiences at her latest picture, *Brute Force* (*pp. 69–72*), cannot see a mark. Ella comes from Snoqualmie Falls, Wash. (pop. 752), began her stage career at the University of Washington, where she had to convince her father, a dynamiter by profession, that acting was not so effete as he had thought. He had raised her to fish, hunt, climb mountains.

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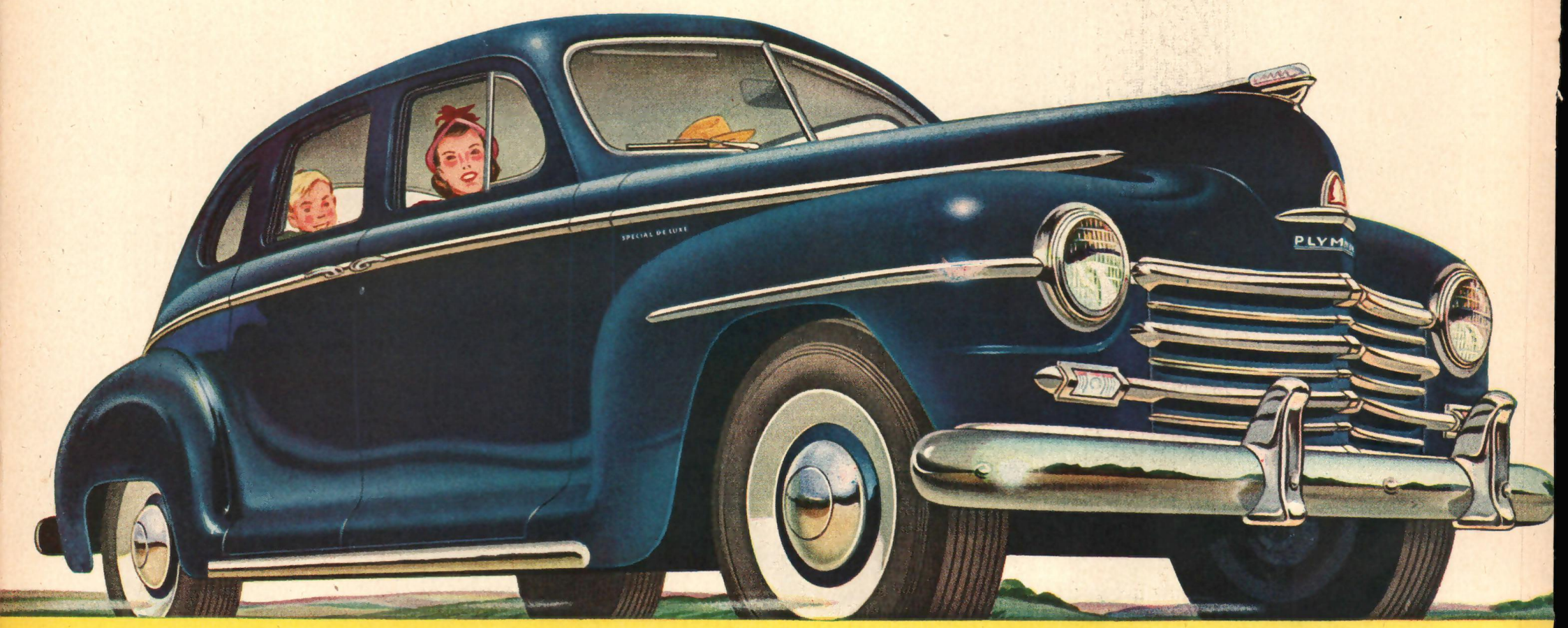


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LIFE

Vol. 23, No. 6 August 11, 1947

"PRINCE OF MALACCA" (MALAYA) RIDES ELEPHANT PAST "PORTA AUGUSTA" ARCH BUILT BY POMBAL, PORTUGAL'S 18TH CENTURY WAR MINISTER AND DICTATOR

# PORTUGAL REVIEWS GLORIES OF PAST

This summer the citizens of Lisbon are casting a fond backward glance at the days when Portugal rivaled Spain in power and Venice in world commerce. Since mid-May the streets have been full of parades, the river Tagus has been aswarm with boats, and huge plaster statues (*above*) have commemorated the past glories.

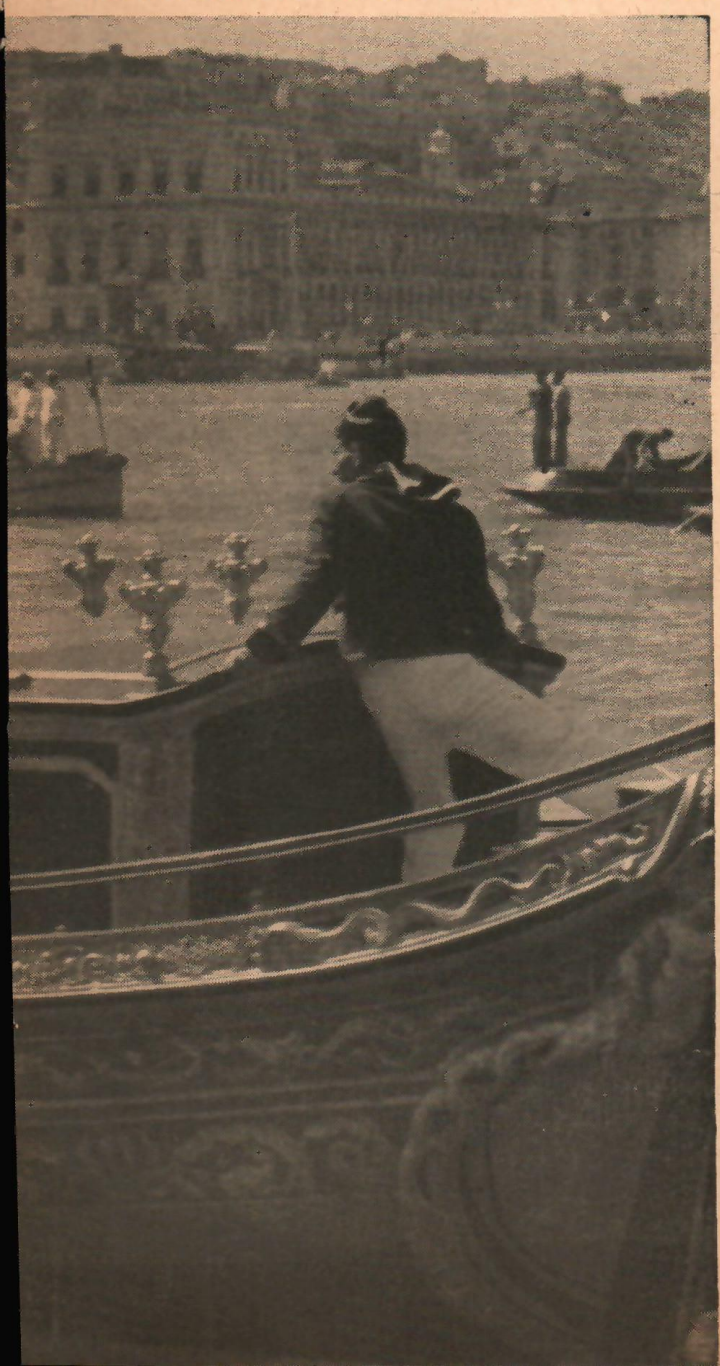
Although Lisbon's liberation from the Moors in 1147 is the excuse for these festivities, the Portuguese have spent most of the half-million dollars allotted for the 800th anniversary in recreating a later period—the era of expansion begun by Prince Henry the Navigator (*p. 27*). Exact replicas of the ships that once sailed to India and the Asiatic seas were floated in a big marine parade. Thousands of soldiers were recruited to represent judges, fishermen and even executioners in the historical parade last month. Lavish floats displayed the peoples of faraway lands brought under Portuguese rule in the 15th and 16th Centuries.

In stricken Europe, Portugal is able to afford this costly celebration because of Dictator Antonio Salazar's wartime trade with both the Allies and the Axis. Today the Portuguese escudo and Swiss franc are the soundest currencies in Europe.

Salazar is spending his country's new wealth in accordance with an old and tested formula. By focusing public attention on the past and hinting at a glorious future, Fascist Salazar hopes to discourage rebels who would like to liberate Portugal from the grim present. He also hopes his circus will bemuse hungry citizens whose bread ration—at five ounces a day—is one of the lowest in all Europe.

**ETERNAL LISBON** is the theme of these two spectacular productions. Above is an allegory of the city's three great historical epochs: ancient Lisbon, Lisbon of the Braganças and Lisbon of Pombal. The winged horses, accompanied by a Roman guard, draw a glittering glass carriage in which are seated the four "Queens of Lisbon," one for each epoch and one for *Lisboa Eterna*. Below: a royal *bergan* of the navigator kings, rowed by Portuguese sailors in uniforms of the period, leads a parade of

several hundred vessels down the wide Tagus River past the modern buildings that line the Lisbon waterfront. The craft carries the historic arms of the City of Lisbon.



HENRY OF PORTUGAL, THE NAVIGATOR

# HER SAILORS BUILT AN EMPIRE

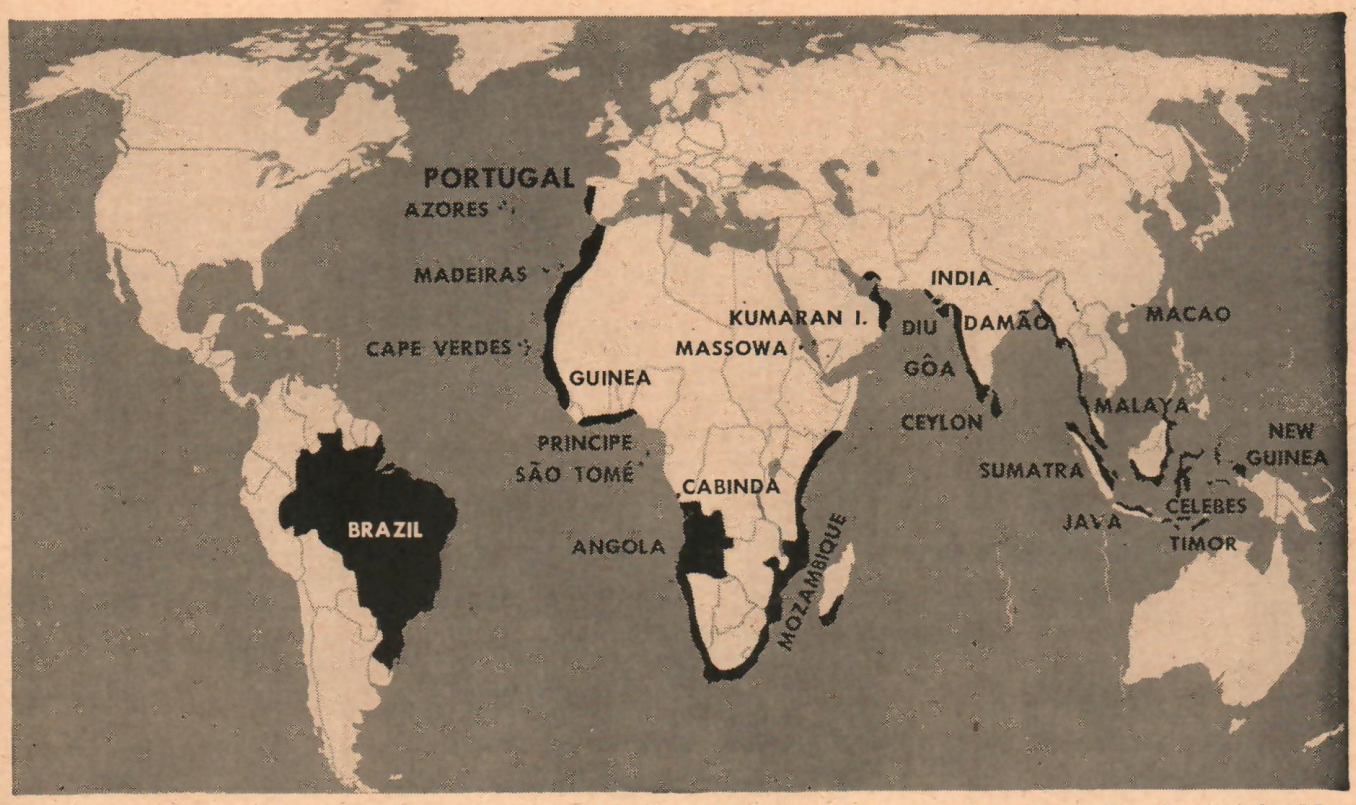
## Portugal owes her moment of greatness to Prince Henry the Navigator

Although the ancient victory over the Moors is being celebrated throughout all of Portugal, the memories of the nation's glorious past burn brightest in Lisbon. For Lisbon was an old city when the Moors were beaten, a city that had flourished under Rome at the time of Christ and then had survived both the Visigothic and Moorish occupations.

The Portuguese think of their history in terms of three epochs (*upper left*). The first was in the time of Imperial Rome, when Lisbon was *Felicitas Julia*. The second, and incomparably the greatest, was the Age of Discovery which ultimately produced the Bragança kings. The third epoch came in the 18th Century when the Dictator Pombal rebuilt Lisbon after the disastrous earthquake of 1755.

Historians disagree on the exact dates of the second epoch, but not on the man who gave it impetus. The son of John I, founder of the Aviz dynasty, Prince Henry the Navigator (*above*) was born in 1394. Although he was never king, Prince Henry was the father of the Portuguese Empire. Trained at Sagres in his theories of navigation, Portuguese explorers sailed to the Madeiras, Azores and Guinea coast. By the time of his death, the Portuguese were unchallenged as the great sailors of the world.

Under Henry's great-nephew, King Manoel I, Vasco da Gama rounded the tip of Africa to India, Cabral landed in Brazil and other daring seafarers reached Malaya, the Moluccas and the China coast. In the service of Spain, a Portuguese named Magellan circled the globe. In 1502 King Manoel was confirmed by the Pope as "Lord of the conquest, navigation and commerce of India, Ethiopia, Arabia and Persia." For a supreme moment in the 16th Century, Portugal stood with Spain as one of the two great powers on earth (*below*). But, as with most vast empires, the moment passed and the Bragança kings (1640–1910) dissipated the golden heritage.




**EMPIRE'S ZENITH** as shown above was reached during Manoel's reign (1495–1521). Empire is today fourth largest even though it has only the Cape Verde Islands, Guinea, São Tomé and Principe Islands, Angola, Mozambique, Gôa, several islands off India, Macao and Timor. The Azores and Madeiras are provinces of Portugal.

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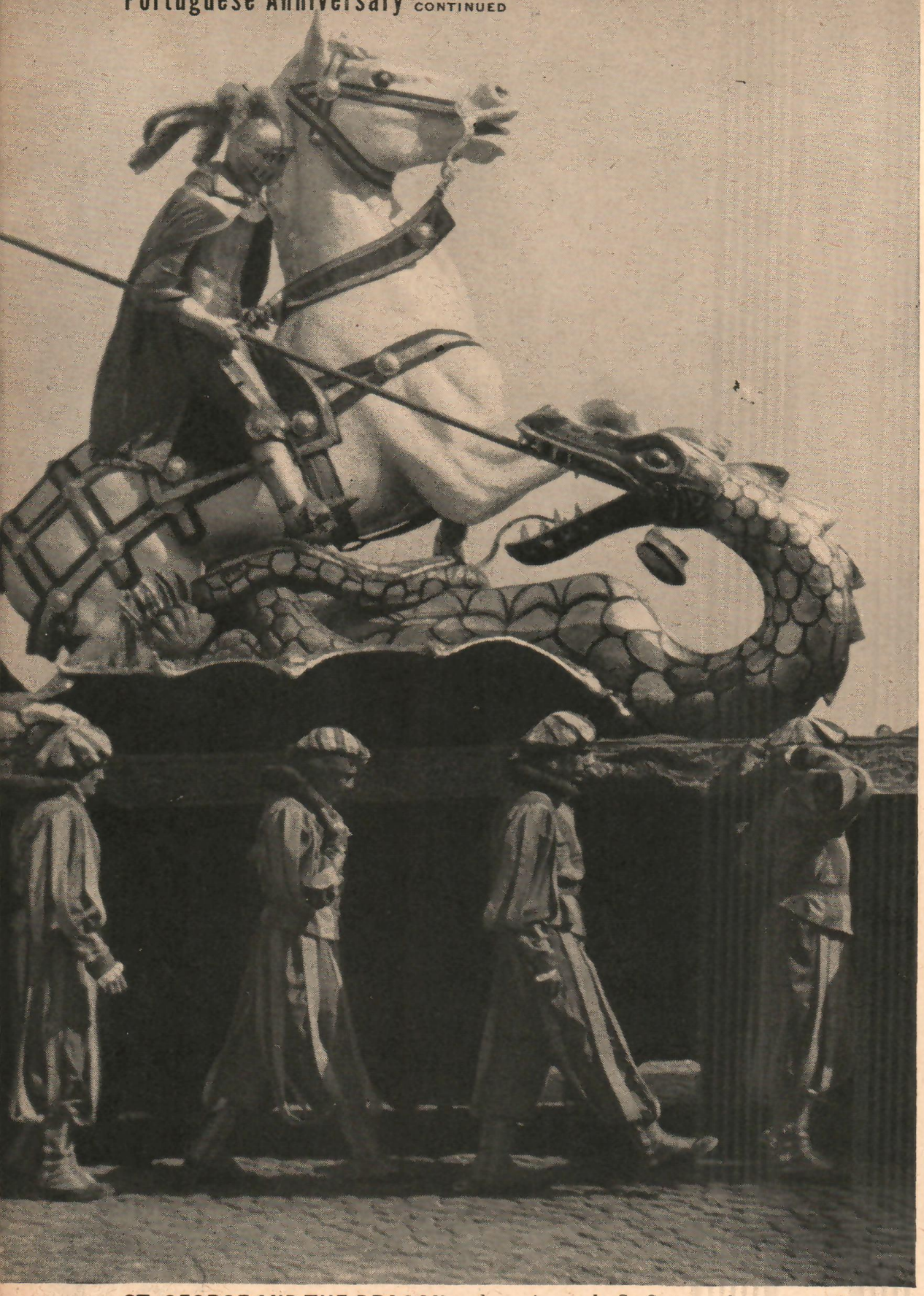


**ST. GEORGE AND THE DRAGON** are borne in parade. St. George, a famous early Christian, became patron saint of Portugal, England and other countries when they fought the infidel Moors.

**"PORTUGUESE NOBLEWOMEN"** ride in ancient sedan chair. This ornate 16th Century chair was taken from the Lisbon museum for the celebration.

**MOORISH HAREM** is transported modestly in screened and latticed sedan chair slung between two camels as in the period before the liberation of Lisbon.

**LISBON'S OLD "RULERS"** of the Age of Discovery are impersonated in the parade. Among them is King Manoel the Happy, who sent Vasco da Gama around tip of Africa to fabled Malabar.

**LISBON'S NEW RULERS** watch the parade of old rulers pass by. Dictator Salazar is at right at the side of Portugal's docile president, Marshal Carmona.

IN BLACK HOODS MARCHERS REPRESENT EXECUTIONERS OF INQUISITION PERIOD

EDITORIAL

# THE PACIFIC ISLANDS

## OUR NEW BEAT COVERS 20 TIMES THE AREA OF THE U.S. MOST OF IT IS AT PEACE

If your isle of dreams seems far away, consider the case of Palmyra and its owners, a Mr. and Mrs. Fullard-Leo. Palmyra is an atoll of 52 beautiful islets a thousand miles south of Honolulu. Discovered in 1802, it was claimed and counter-claimed by the King of Hawaii, the King of England and Presidents McKinley and Taft of the U.S. The Fullard-Leos bought it for $15,000 in 1922. For them it was the end of a worldwide search for peace and graceful living. They had in mind a sort of "cooperative settlement with other kindred spirits seeking escape from the rush of civilization . . . about 30 families, each with its own private South Sea Island."

The Navy wanted Palmyra and claimed it was public domain. After eight years in federal courts, the case was decided last May by the U.S. Supreme Court in favor of the Fullard-Leos. The suit cost them $100,000 and by now they're feeling "a little old [he is 81] for dreams of colonizing." Moreover the Navy had leveled thousands of Palmyra's coconut trees for an airstrip, dredged a sea lane through the lagoons and brought in insects not there before.

Still the Fullard-Leos came closer to creating an isle of dreams than most of us. Bad luck is not the moral of their story. The real point is that Palmyra is just a spot on the Pacific Ocean, which contains uncounted thousands of more or less similar islands, and that the U.S. Navy is now responsible for the defense of them all.

### A 70 Million-Mile Beat

Measured by area, the U.S. emerged from the war with effective dominion over some 70 million square miles, or over one third of the earth's surface, that being the approximate displacement of the Pacific Ocean. Even Australians, who have their own navy and who hate to concede anything, concede that from Borneo to Avalon the U.S. is the cop. Pearl Harbor is no longer an advance U.S. base. It is the *easternmost* point of a strategic defense area whose active headquarters are Guam-Saipan-Tinian and whose other strongpoints are Alaska, the Philippines and Okinawa.

Not counting Indonesia, Australia, New Zealand or Japan, the innumerable islands in this vast reach of water add up to only 500,000 square miles. But among them are some of the strangest and choicest spots under the sky. And they are nice places to think about right now—partly because there is always a breeze over most of them, but also because this U.S.-policed Pacific, unlike other parts of the world we could mention, is once more living up to its peaceful name. There are exceptions—one of them (*pp. 36-37*) uncomfortably close. But by and large, and with exceptions to be noted, things in the Pacific are okay.

This is the ocean where the seaweed grows to 250 feet, the sharks to 45 feet and the clams to 3 feet, big enough to trap divers. Here is a volcano (Mauna Kea) which is 2,500 feet taller than Everest if measured from its floor beneath the sea. Here are pygmies, headhunters, and natives with Harvard degrees. No American needs to be reminded how this vast region came under American control. As Admiral Nimitz used to insist, it wasn't really island-hopping; we were "simply expanding our seapower westward." It was as though the U.S. after three fallow generations had resumed its pioneer westward march, extending the Santa Fe and Oregon trails to the Asia coast. Instead of the Conestoga wagon, the floating drydock; instead of the skull-pocked desert, the green sea and velvet unexplored jungles which swallowed many a flaming plane as tracelessly as the sea. The oceanic place names of 1942–44 will mean as much to future generations as Laramie and Broken Bow. Not only Tarawa and Iwo, but fainter, lovelier names like those Solomons that line the lately reverberant Slot: Tulagi, Santa Isabel, Vella Lavella, Choiseul. American slang, American armor, jeeps and junk, watermelons from American seeds, and American bones are still there.

In Micronesia the U.S. has just assumed formal administrative control over 98 islands scattered over two million square miles. The Carolines, Marshalls and Marianas, formerly a Jap mandate from the League, are now a U.S. trusteeship from the United Nations. It is a "strategic" trusteeship, which means we can do about anything we want to the 48,000 natives; and the way the Navy insisted on this, even though it needs only a handful of bases in the area, has aroused criticism from all the Pacific powers except Russia. So it is a good time to review the status of our Pacific dependencies, old and new.

Let us begin with the Philippines, where 50 years ago William Howard Taft committed us to protect "our little brown brothers." Last July 4, the first anniversary of Philippine freedom, President Manuel Roxas said, "No nation in modern history, not even the U.S. after the first 20 years of its independence, could compare with us in the progress we have achieved in the first year of our republic." He has evidence, too. Although Manila (worse hit than Warsaw) is far from rebuilt, the general situation is well in hand. The cost of living has been cut 30% in a year and living standards are above prewar. The Communist-led Hukbalahap revolt has been put down. Of a $75 million U.S. relief loan, Roxas found he needed only $65 million and has turned the rest back! The Philippines, which Commissioner McNutt once called "a happy spot in an unhappy Orient," look like the first well-formed blossom of this peace.

### Success and Neglect

Next, Hawaii. It's not news but it's still a fact that the standard of living of Hawaii's 500,000 people is higher than on most parts of the mainland. This incorporated territory pays more federal taxes than 14 states. "The road to statehood cannot be a long one," said a commissioner of President McKinley when he annexed Hawaii in 1898. It has been, though —partly because the Hawaiians were not sure until recent years whether they really wanted it. Now they are. There is no Congressional argument against statehood for Hawaii that was not used against annexation half a century ago. HR 49, neglected by Congress last session, should be must legislation in the next.

When the U.S. sticks to its principles, it can be a very successful colonizing power. These principles are maximum self-government, education for self-government and ultimate liberation or incorporation as a goal. With minor modifications they are now generally accepted by all the major colonial powers. Thus the words "imperialism" and "exploitation" don't mean what they once did, despite Communist propaganda. And the Philippines and Hawaii are proof that these principles work.

Not so with our other Pacific dependencies, American Samoa and Guam. They have been run as a military dictatorship for nearly 50 years. McKinley put Guam under Navy rule as a stopgap measure, asking Congress to organize a civilian government; but Congress never did. Neither the Guamanians nor the Samoans, though among the most intelligent and best-educated of Pacific islanders, have any citizenship status at all. They have taxation without representation, although they know from our history books what that phrase means. As George Marshall has said, the worst civil government is preferable to the best military government in the world. Here is more work for Congress next session.

### A Civil Highway?

In our new Micronesian trusteeship—its official name is the Territory of the Pacific Islands—the Navy has also been given "interim" control. Since the Micronesians are pretty primitive and their islands poor and small, they will probably need Navy doctors, communications, vessels, etc., for some years to come. All the more reason, then, that the more advanced people of Guam and Samoa should be granted citizenship at once, so that the timetable implicit in all U.S. colonial policy will be reaffirmed. And all the more reason that U.S. civilians become interested in Micronesia.

The Navy has made a good start by joining with the National Research Council to send teams of anthropologists, linguists and geographers on a fundamental study of Micronesia. These rocks must have some kind of purpose and future. After all it was not nature but man and science that created Hawaii's wealth in sugar and pineapples, neither of which was native to Hawaii. (Neither was the ukulele, a Portuguese instrument.)

Although the Fullard-Leos may sometimes doubt it, the U.S. Navy has laid a cornerstone of hope and progress throughout the Pacific. It has brought back the gift of peace. That's a rare gift these days, but it is not the purpose of life. Civilians with ideas, with curiosity, with that westering impulse must complete our job in the Pacific. Only free people can lend a human significance to the coconut palms and the sea birds, to the green waves and the white clouds, and so make this ocean highway a civil as well as a beautiful place.

## PICTURE OF THE WEEK: ➔

Once again the Midwest has had a combination of a bumper wheat crop and a shortage of boxcars and elevators. But this summer the situation has brought about a new Midwest crime: "wheat rustling." The rustlers calmly back trucks up to outdoor wheat piles, fill up and take the load to market, where wheat is selling at more than $2 a bushel. Accordingly, when H. A. Holmes of Plains, Kan. had to pile $300,000 worth of wheat outdoors, he wisely posted a guard (*opposite*) on it night and day.

AN ARMED GUARD WATCHES FOR "RUSTLERS"
ON PILE OF WHEAT THAT HAS BEEN DUMPED
IN A KANSAS FIELD FOR LACK OF BOXCARS

## DEATH ATTENDS A PICNIC

In Los Angeles Mr. and Mrs. John Thomas took their two children, Raymond, 9, and Patricia, 7, to nearby Hansen Dam for a Sunday picnic. The children wandered off and could not be found. Next morning Chief Lifeguard F. M. Cox fished Patricia's body out of the dam reservoir and brought it ashore. While he tried helplessly to sympathize (*above*), Mrs. Thomas sobbed and turned away. A few minutes later other searchers discovered Raymond's body.

## 20,000 MEN OBSERVE

On Aug. 1 the Army Air Forces, which will soon change its name to the U.S. Air Force, celebrated its 40th birthday with appropriate chest-beating. At Lackland Field, Texas the AAF put on its most impressive personnel ma-

## SIGNS GET RUSSIAN VETO

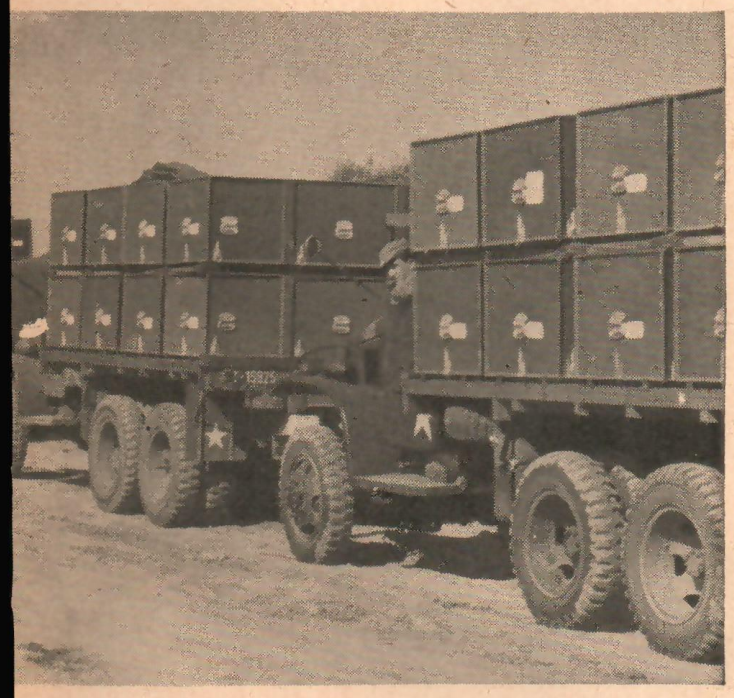
The Russian Embassy in Washington was a curious looking place the morning of July 31. Signs like "Murder Inc." and "Spies Working" were all over the front yard. They did not stay there long. Even as Don Lohbeck (*above*, *right*), who said he represented the National Christian Youth and Gerald L. K. Smith, walked off the embassy grounds, a flustered first secretary, Michael S. Vavilov (*left*) rushed outside to take down Lohbeck's handiwork.

## THE COFFINS ARRIVE

The 328,000 Americans who were killed in World War II include 266,565 buried overseas. On July 27 the U.S. got ready to bring some of them home. At Henri-Chapelle Cemetery in Belgium, where 17,319 Americans are bur-

## AIR FORCE BIRTHDAY

neuver since the war ended. Object: to take the above picture. The operation required 20,000 men, six weeks of planning, a 110-foot tower for the photographer, 30 miles of string and tape, more than 25,000 nails. Cost: $4,500.



## FOR U.S. WAR DEAD

ied, there was a benediction ceremony attended by Belgian Premier Paul-Henri Spaak. When it was completed Army trucks began unloading caskets (*above*) that will bring home the first boatload of 5,600 bodies in October.

## IRGUN HANGS HOSTAGES

The bitterness between Briton and Jew reached a new intensity in bloody Palestine last week. On July 29 the British hanged three Jewish terrorists. The Irgun Zvai Leumi promptly hanged two British sergeants whom they had captured as hostages, Clifford Martin and Mervin Paice (*above*). One of the bodies, booby-trapped, was blown to pieces soon after this picture was taken. Furious British troops then ran amuck and killed five people in Tel Aviv.

## POSTMAN HAS HOT CLIMB

When the weather is hot, as it was across the U.S. last week, the postman has the least desirable job in town. In Los Angeles Harold Faerber's daily route includes 10 of the city's steepest hills. Faerber mops his brow but rarely complains. He did protest mildly when the above picture was taken, however. In 95° heat the photographer made him climb the 32° grade on Fargo Street, steepest on Faerber's route, a second time to take "just one more."

# THE HUGHES STORY GOES INTO ACT 2

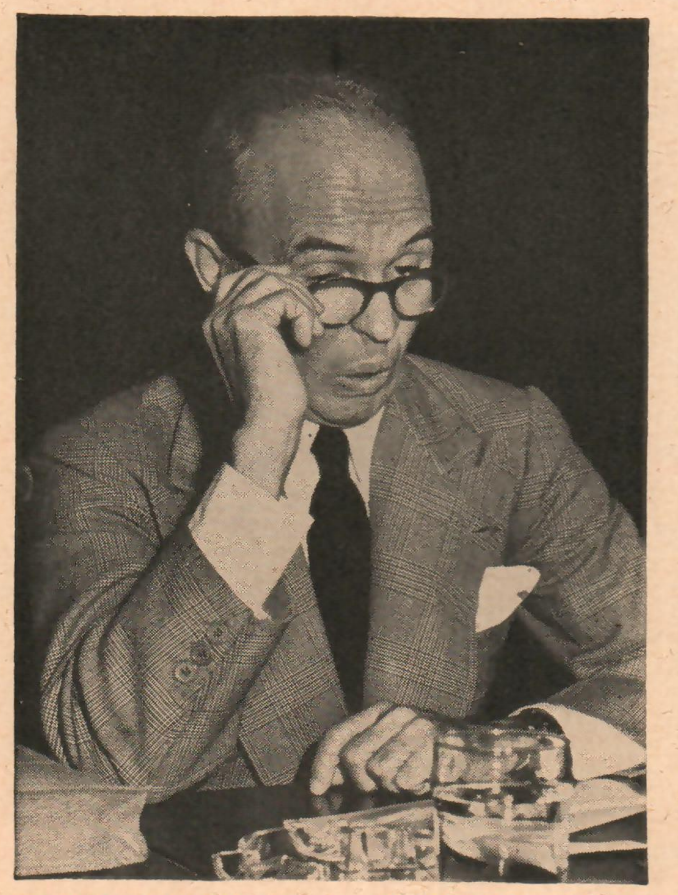
## Official part of the investigation starts with important witnesses

Last week, in the continuing story of the Howard Hughes investigation, the dancing girls (LIFE, Aug. 4) filed off the stage and the participants tried to get down to work. Important witnesses arrived and some pertinent facts were uncovered. Among them were: 1) supply officers had turned down Hughes's photo-reconnaissance plane, but were overruled by General Arnold; 2) Arnold acted on the recommendation of Elliott Roosevelt, who had studied U.S. planes and picked the Hughes plane; 3) Hughes's mammoth flying boat was also canceled and then continued at the insistence of President Roosevelt. The senators seemed to be getting down to business.

Then on Aug. 2 the investigation turned into a song-and-dance act again. Senator Homer Ferguson asked about $20 listed on a Meyer expense account as given to Faye Emerson for "cash to travel." Meyer answered, "Because she was very charming." Senator Pepper commented that Meyer always got stuck with the check. Said Meyer, "I never saw anyone else pick one up in my entire war." In fact Meyer's testimony later brought out that he picked up checks for $164,000 over a period of 5 years, including $5,083.79 for entertaining the Elliott Roosevelts.

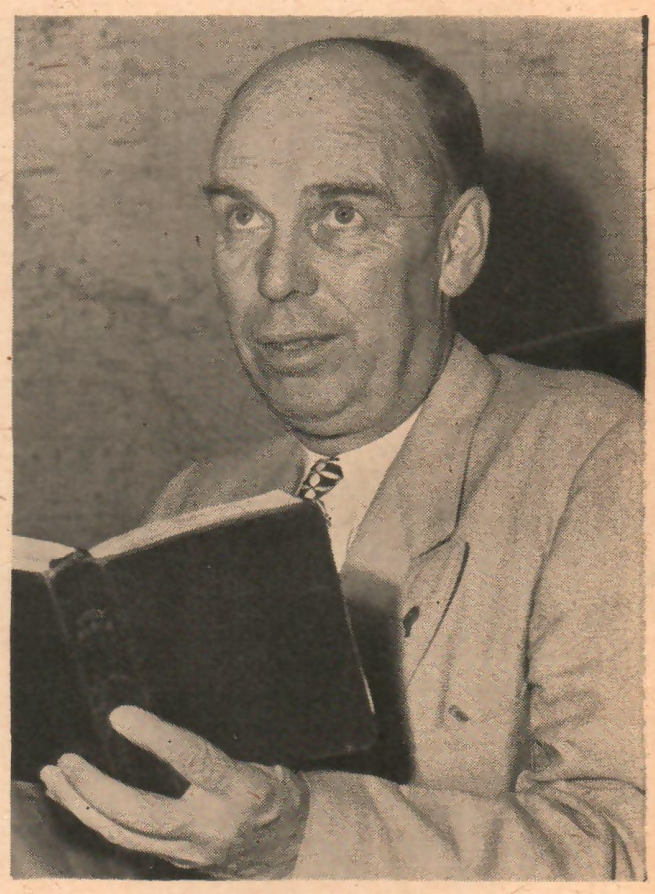
In the meantime Chief Prosecutor Brewster and Chief Defendant Hughes were carrying on a private battle through the nation's newspapers. Hughes accused Brewster of representing Pan American and trying to sabotage Hughes's TWA and its overseas program. Then Brewster answered by virtually calling Hughes a liar. With Hughes scheduled to testify this week, there would surely be more excitement.

AFTER SLEEPLESS PLANE TRIP FROM EUROPE, JOHN MEYER, HUGHES PRESS AGENT, YAWNS BEFORE COMMITTEE



**GROVER LOENING,** former WPB official, said that he "never used the courtesy of Mr. Meyer. I had my own girlfriends in Hollywood." He said Hughes plane would be beached and "left there just like any other movie set."

**JESSE JONES,** former Commerce Secretary, said President Roosevelt decided too much money had been spent on Hughes flying boat to drop the project, overruled his subordinates when they wanted to cancel the contract.



**SENATOR BREWSTER,** chairman of War Investigating Committee, appointed Ferguson chairman of subcommittee probing Hughes. In their private fight Brewster answered Hughes with quotes from the Bible (*above*).

NEW DEALING SHIPBUILDER HENRY J. KAISER GIVES HIS TESTIMONY BEFORE A PACKED HOUSE. THE INVESTIGATING COMMITTEE MEMBERS LISTEN IN FOREGROUND

**HENRY J. KAISER** was the most demonstrative witness. Other witnesses described him as the man who conceived the idea of building huge cargo planes to replace the merchant ships that were being sunk by submarines.

It was also charged that he put "heat" on Washington to get his plan through. Kaiser testified that it was his idea, but said a "beautiful frame-up" somewhere in the administration had killed it. He added that he had no idea who

engineered this "kiss-off," but asked the senators to see if they could find out. After the plan was killed, he said, he dissolved his partnership with Hughes. It was after this that Hughes got his contract for the big flying boat.

**DUTCH MARINES** go ashore at Probolinggo, Java a few days before the official outbreak of hostilities. Almost 5,000 of them were trained in the U.S. during the war, now use Lend-Lease and surplus American equipment.

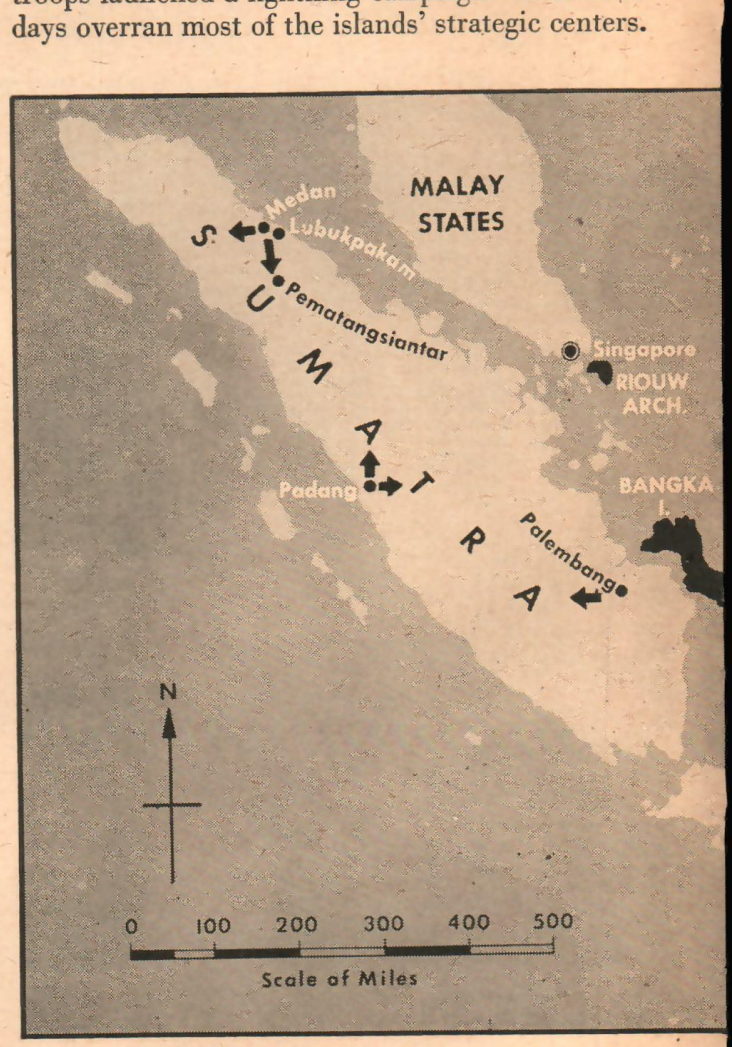
**WAREHOUSE BLAZES** as Dutch marine commander (*right*) and his staff officers prepare to move on ahead.

# INDONESIAN CRISIS

## Security Council votes arbitration

On July 20 Dutch forces in Indonesia gave Indonesian President Achmed Soekarno a warning that "police action" was about to commence. Half an hour later they began combined land, sea and air operations to occupy all of Sumatra and Java. The Dutch charged that the Indonesians, who are scheduled to assume their independence in 1949 under the terms of an agreement reached last year, are now unable to maintain order and that the lives and property of Dutch nationals are therefore endangered. Soekarno's government answered that the Dutch are attempting to "recolonialize" Indonesia, which from the 17th Century to the time of the Japanese occupation in 1942 was a rich segment of the Netherlands empire.

After rounding up thousands of Indonesian Nationalists (*opposite*) on the eve of fighting, Dutch troops launched a lightning campaign which in 11 days overran most of the islands' strategic centers.




**DUTCH STRATEGY** is to cut Sumatra and Java into segments by sending columns (*arrows*) across the narrow

**CAPTURED INDONESIAN** (*left*) helps carry light machine gun during Dutch assault on town of Probolinggo.

# BRINGS U.N. ACTION

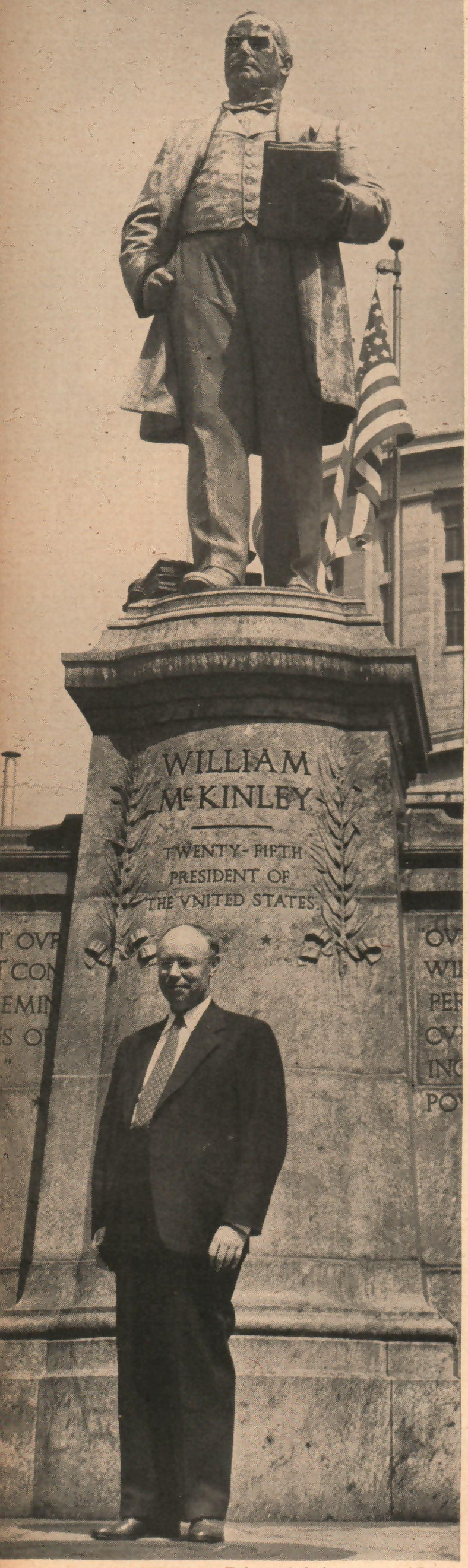
## when "policemen" act like soldiers

Some (*below, right*) were destroyed by the Indonesians' "scorched earth" tactics, but most were taken over with little bloodshed because the Indonesians are disorganized and poorly equipped, being armed for the most part with weapons captured or stolen a few years ago from the Japanese. The U.N., however, stepped in three days short of the time in which Dutch leaders estimated they would complete their campaign with the capture of Jogjakarta, Nationalists' capital (*map below*). On August 1 the Security Council, on the recommendation of Australia, voted 8 to 0 to demand that both sides cease hostilities immediately and submit their dispute to arbitration. Great Britain, France and Belgium, the three colonial powers on the council, abstained from voting. At week's end hostilities in Indonesia had abated. Both sides indicated that they were willing to turn for arbitration to the U.S., which has no empire but is now the dominant nation in the Pacific.

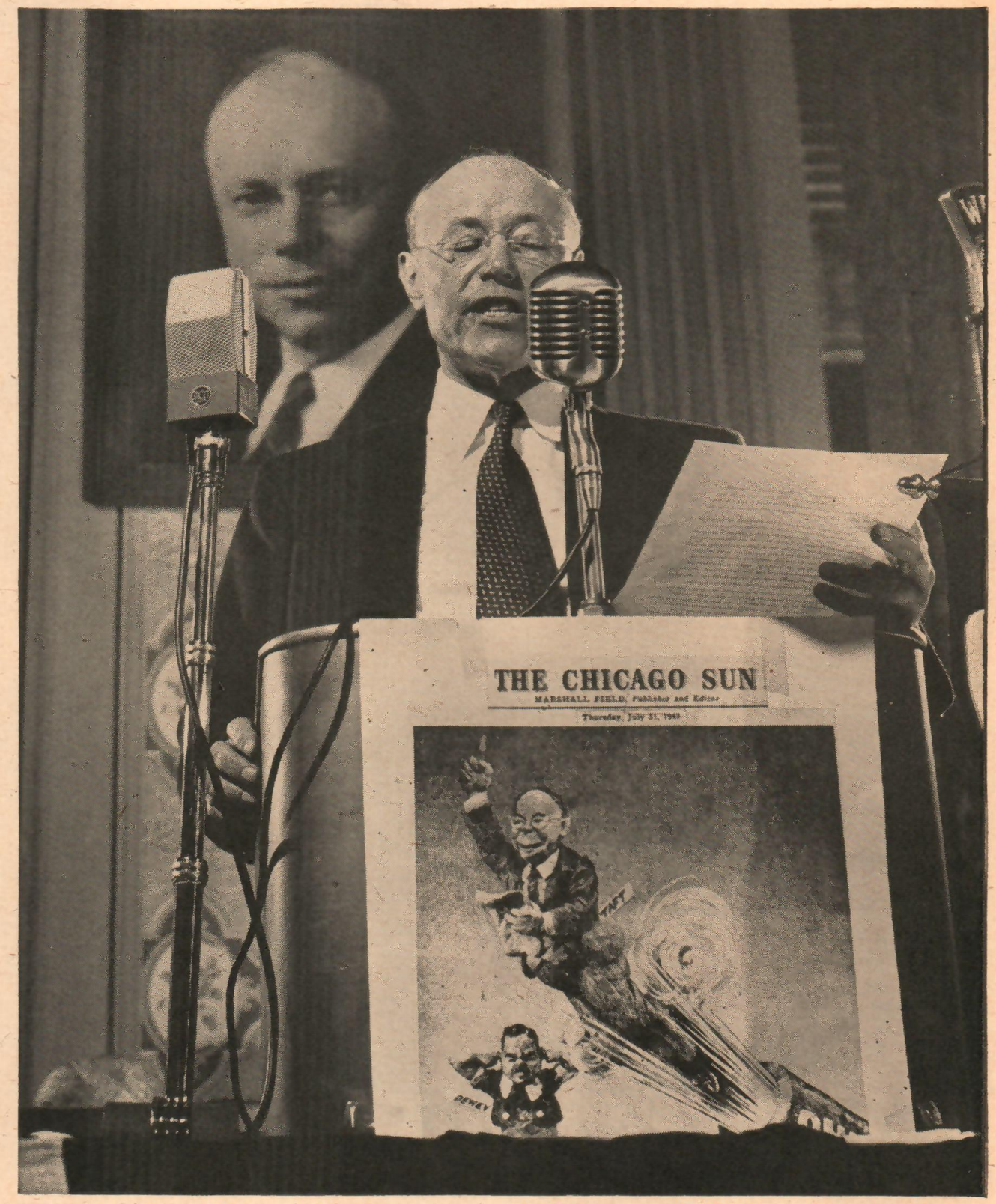
**ROUNDUP OF NATIONALISTS**, who might resist the Dutch advance, takes place shortly before the fighting began. Some of them were experienced fighters who had fought the Japanese. Others (*above*) were teen-age boys.

islands, thus cutting off oil in western Sumatra and rice in the northern area from the bulk of Nationalist forces.

**SCORCHED EARTH** defense of Indonesian Nationalists, combined with Dutch bombing attacks, turned this seaport in Java into a shambles. Burning storehouses near the waterfront are filled with supplies of rubber and sugar.




**FAVORITE SON** Taft stands before statue of Favorite Son McKinley, one of seven Ohio Republicans elected to the White House since 1868. Taft may be eighth.




**DURING SPEECH** Taft is sandwiched between campaign picture and newspaper cartoon, showing Dewey holding ears to muffle Taft boom. *Sun* is owned by Marshall Field, a liberal who seems to prefer Taft to Dewey.

# CANDIDATE TAFT SPEAKS HIS MIND

## He wins backing of own state and tells the nation where he stands

On July 31 a cool evening breeze sifted through the Venetian blinds across the ballroom of the Neil House in Columbus, Ohio. In hard-backed chairs sat 1,272 Ohio Republicans. That noon they had officially pledged themselves to support Senator Robert A. Taft for the 1948 Republican presidential nomination. The day before, Ohio's other senator, John W. Bricker, had stepped out of the race. Now they waited to hear their favorite son speak.

Promptly at 10:15 Taft began. He wasted no time. A 268-station radio hookup allowed him just 30 minutes. Bitter and sarcastic, he first lashed out at his favorite targets: the Communists, the New Dealers, the C.I.O. and the President.

Then, in tones as hard and chiseled as the logic of his Phi Beta Kappa mind, he bluntly put himself on record on all the big national issues. Taxes are too high. ("We are taking 30% of the people's income.") Government expenditures will have to be cut. The new labor law is good. ("A great majority of labor itself is in favor of nearly every individual reform contained in the act.") Aid for education, health and housing will have to be voted.

The U.S. foreign policy is befuddled. America has been generous to Europe, but foreign loans "hereafter should be confined to actual goods, machinery and equipment."

During the speech the cheers stopped Taft 12 times. His public forthrightness is popular, especially in contrast to the reserve with which Dewey is treating controversial subjects. Other Republican possibilities hoped that Taft's example would encourage similar frankness from Albany.

Taft himself is not at all sure he can overcome Dewey's lead. He has many Southern delegates and Ohio's 53. Next month he will tour Nevada, California, Oregon, Washington, Idaho and Wyoming, gauge his popularity in the West. He will announce his candidacy if he finds more delegates. Says he, "I do not want to run for the exercise."

# Your Main Dish, Ma'am

## ...AND MIGHTY GOOD!

**No Wonder Women Everywhere Call Campbell's Vegetable Soup "Almost a Meal in Itself"**

What a substantial soup it is—this Vegetable Soup of Campbell's! To begin with, it's made the good home way. Its nourishing beef stock is filled with a veritable summer garden of fine vegetables. There are luscious tomatoes, sweet golden corn, tender peas, green beans, baby limas, white and sweet potatoes, celery, okra and other favorites—all mingling their good flavors. So it's no surprise that the best home cooks, when they taste Campbell's Vegetable Soup, nod their heads in hearty approval. And it's no surprise that today countless homes serve vegetable soup as Campbell's make it. Mothers think of it as an all-the-family main-dish soup to keep on hand for playtime appetites. Have you some on your shelf?

**Campbell's VEGETABLE SOUP**

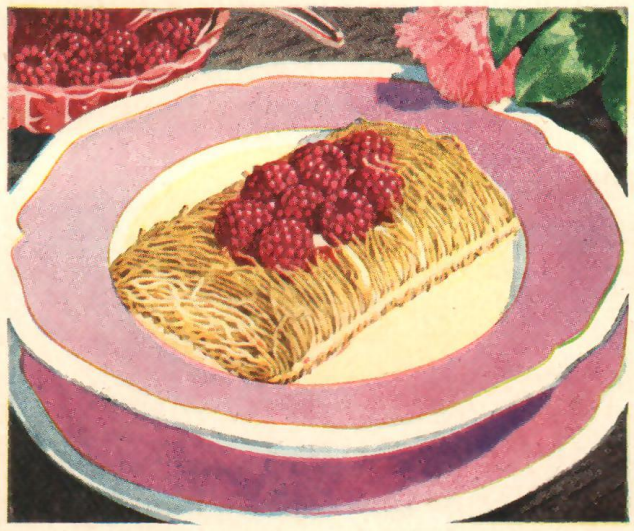
LOOK FOR THE RED-AND-WHITE LABEL

The other day I sat me down
And penned this little "pome"
Reminding you *this* Campbell's Soup
Belongs in every home!

# Sit down to happy eating!

## this taste-teasing mealfull of wholesome whole wheat!

**PEACHY BREAKFAST** —when you slice 'em on crumbled Nabisco Shredded Wheat, add sugar and cool, creamy milk. A peachy lunch or supper, *too*—one you'll go for when nothing else tempts your heat-weary appetite. For Nabisco Shredded Wheat has such a *refreshingly fresh* flavor... the natural, *honest* flavor of wholesome whole wheat. That's why you can eat it every day without tiring... why fruits and berries, jam and honey blend with it so deliciously. Nabisco Shredded Wheat is your *basic* cereal—as "every-day useful" as bread!



*Delicious, ready to serve... yet as nourishing as a hot cereal!*

One of the many fine foods baked by Nabisco
National
BIScuit
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**RASPBERRY "BASKET"** is made by scooping a hole in a Nabisco Shredded Wheat biscuit — piling with berries. Try this with sweetened cream. It entices the eye as well as the palate — and proves again how *many ways* you can serve this best-of-all cereal! Remember — it's the *original* Niagara Falls product!

ON THE A-DECK OF THE QUEEN ELIZABETH, THE FORMER BARBARA CUSHING SMILES WITH NEW HUSBAND WILLIAM PALEY JUST BEFORE SAILING FOR EUROPE

# THE CUSHING SISTERS

## THE THREE DAUGHTERS OF FAMOUS BRAIN SURGEON HAVE ALL MARRIED WISELY AND WELL EVERY TIME

Last week, as William Paley, the millionaire president of the Columbia Broadcasting Company, sailed for a wedding trip in Europe with his bride (*above*), a new chapter was added to the fabulous story of a fabulous family of sisters. The happy bride was Mrs. Barbara Mortimer, nee Barbara Cushing. For the second time in her 30 years Barbara had made an excellent catch. But she is barely keeping up with her two sisters (*below*).

If it is a measure of proper upbringing to marry off one's daughters to wealthy husbands, the top honors of the U.S. should go to the late Harvey Cushing, famous brain surgeon and Yale professor. Dr. Cushing died in 1939 before his daughters had made quite the impressive record they have now. But their destiny had already been shaped. The processions to the altar started in 1930 when Betsey Cushing was married to James Roosevelt (*p. 42*). After 10 years and two daughters, she divorced him and was soon married to John Hay ("Jock") Whitney, a socialite, horseman and heir to more than $27 million.

Sister Mary did just as well with only one try. In 1940 she married Vincent Astor, who has just as much money to spend on yachts as Whitney has to spend on horses. He is one of the big real-estate owners in New York, a good place to own real estate.

**CUSHING SISTERS** are (*left to right*) Barbara (Mrs. Paley), Betsey (Mrs. Whitney) and Mary (Mrs. Astor).

To sister Barbara, who is the baby of the family, husband Paley is not the first spouse of distinction. In 1940 she was married to Stanley Grafton Mortimer Jr. of St. Mark's School, Harvard University and Tuxedo Park, N.Y. and heir to a fortune. Several times Barbara has been high on the lists of the ten best-dressed women in the world and in 1945 was at the top of the list. Even though new husband Paley was reported to have given his first wife the whopping sum of $1.5 million as a divorce settlement, Barbara will be quite able to live in the manner to which the sisters have become accustomed.

Today the three daughters of Harvey Cushing are married to a total fortune of some $125 million. It is possible that they may now be able to settle down for a while and contemplate their short but illustrious past. Indeed, the only dull period for the sisters in the last 17 years occurred in 1940 when for a period of fully five months between divorces and weddings none of them had a husband.

CONTINUED ON NEXT PAGE 

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**This is just one of the many new, post-war services the progressive Ice Industry is providing for *better living*. You ought to know about them *all*. Just get in touch with your local Ice Company.**

**NATIONAL ASSOCIATION OF ICE INDUSTRIES**
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**FIRST CUSHING WEDDING,** in 1930, started the sisters' chain of marriages. Above: Betsey Cushing enters church at Brookline, Mass. to marry James Roosevelt. With her is father, the late Harvey Cushing, famous brain surgeon.

**CUSHING-ASTOR MARRIAGE** in 1940 linked Mary, eldest sister, to Vincent Astor (*right*), elder son of John Jacob Astor. She has been married only once. He had been married to Helen Huntington, now Mrs. Lytle Hull.


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**THIS $3.50**

## VENUS *Hooded Pen*

**with any other pen at any price!**

*Quick Dry!*

Uses quick-drying (writes dry) or regular ink. Exclusively designed Venus Hood construction makes this possible!

*Instant Starting!*

Venus patented ink control *under the hood* traps and stores the ink, keeps the 14 Karat gold point *moist*—for *instant* touch and flow!

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# BETTER

*Tomato juice cocktail ?*

*It's a*

# WOW!

**MADE WITH FRENCH'S WORCESTERSHIRE SAUCE**

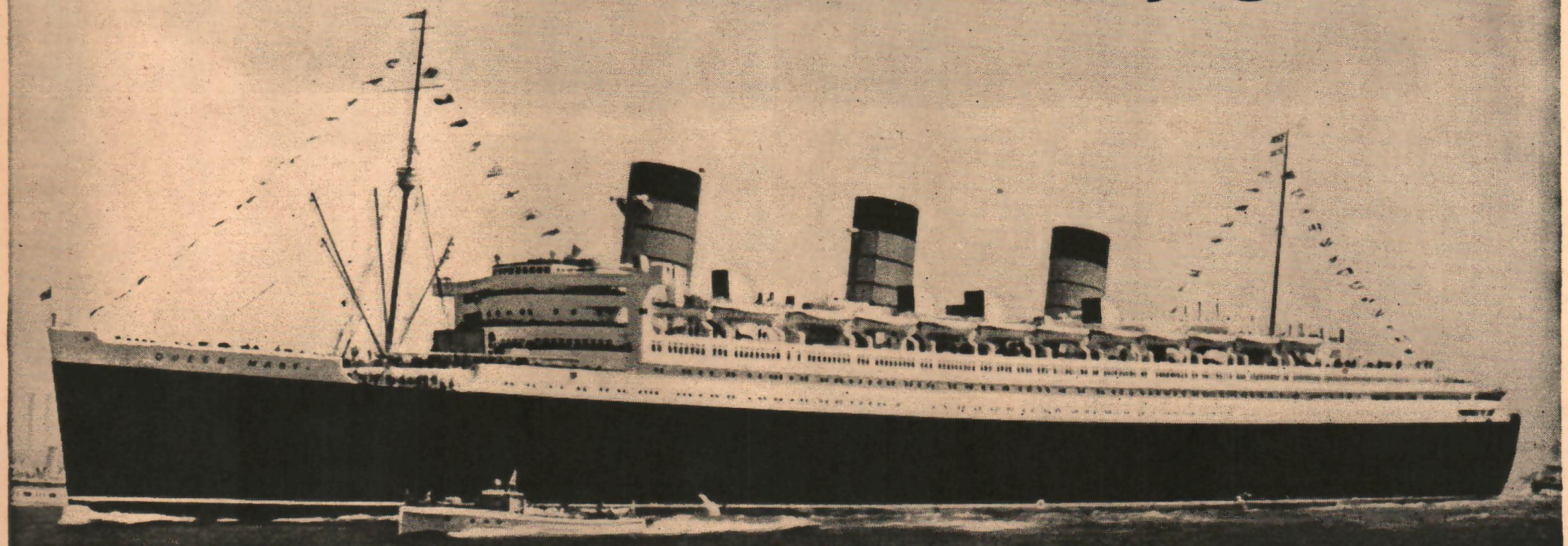
A tomato juice cocktail with sparkle! To a glassful of tomato juice, add a little salt and pepper and a teaspoon of French's Worcestershire. A WOW of a cocktail with a delicious racy flavor!

**NO BETTER WORCESTERSHIRE AT ANY PRICE**


CONTINUED ON PAGE 44

# BACK IN U.S.A.

## On Her Postwar Maiden Voyage...



# QUEEN MARY

### CUNARD WHITE STAR'S BLUE RIBBON WINNER AND WAR HEROINE!

THROUGHOUT her spectacular career—from proud, pre-war launching . . . through strenuous war duty . . . to her triumphant return to peacetime service—QUEEN MARY'S turbines have been protected by the Makers of Mobilgas and Mobiloil. Their 200,000 Horsepower get nothing but the best for continuous top performance!

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# PROVED!

Smoother, More Comfortable Shaves for 3 Men out of every 4

BEARDS EASIER TO CUT—Said 79%
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CLOSER SHAVES —Said 69%
SMOOTHER FEELING SKIN—Said 82%

**Only Palmolive Brushless Shave Cream Offers You This Proof!**

**THE PROOF!** 1297 men tested the new, different Palmolive Brushless Shave Cream Way, and—*no matter how they shaved before*—3 out of 4 reported more comfortable, actually smoother shaves!

**Here's All You Do:**

1. Wash face with soap and water. Rinse!
2. Soap face again. Do not rinse!
3. Apply Palmolive Brushless Shave Cream immediately, smoothing it upward into beard. *This way, you get the full benefit of Palmolive Brushless Shave Cream's beard-conditioning effect!* Then, shave —and discover the smoothest, most comfortable shaves you've ever had!

Get a Giant Tube or Big 9-oz. Jar Today!

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Puerto Rico's *Romantic* drink

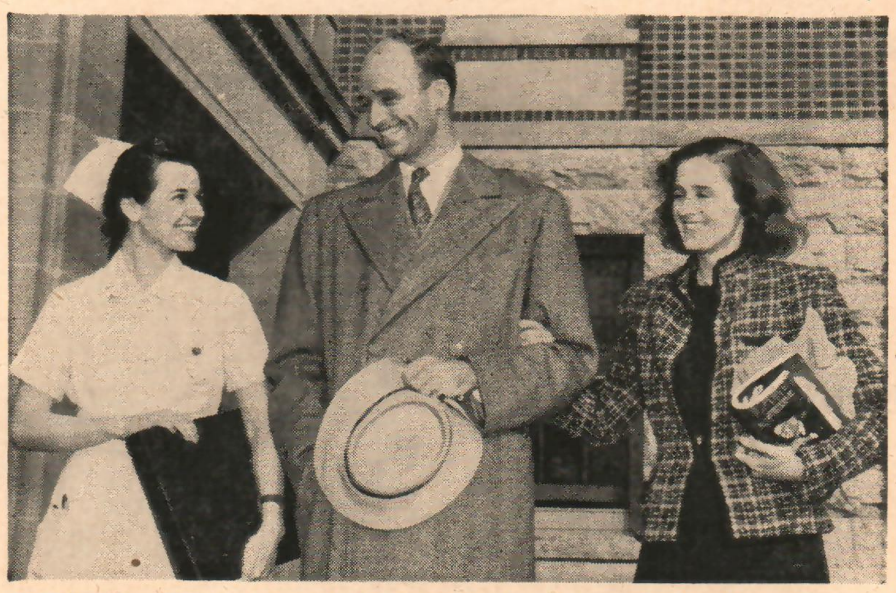
...preferred for its exclusive *Tropical Tang*

Puerto Rican Rum • White Label—86 proof • Gold Label—86 proof • Schenley Import Corp., New York

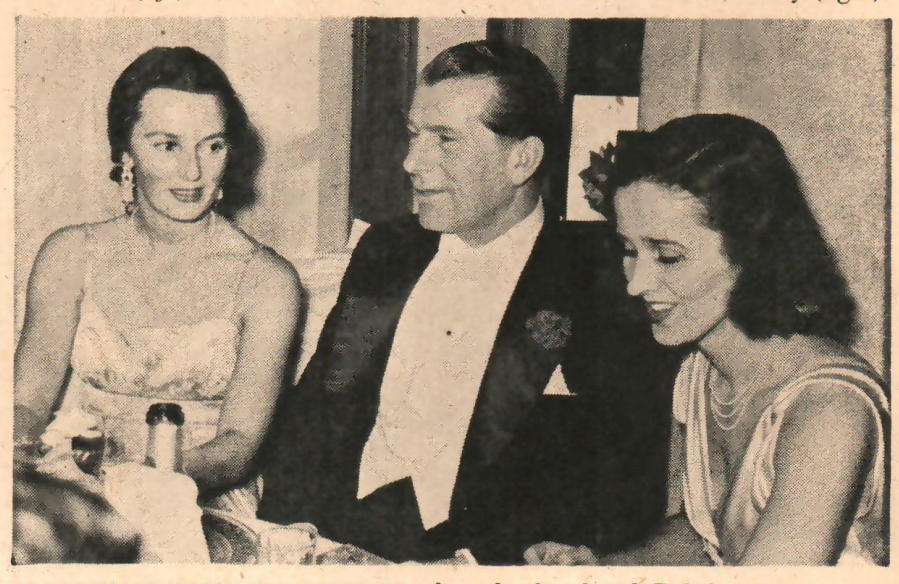



# A ROOSEVELT BECAME A WHITNEY

**AS MRS. ROOSEVELT,** Betsey Cushing (*center*) was the favorite daughter-in-law of F.D.R. Here she sits with in-laws, her mother and husband Jimmy.



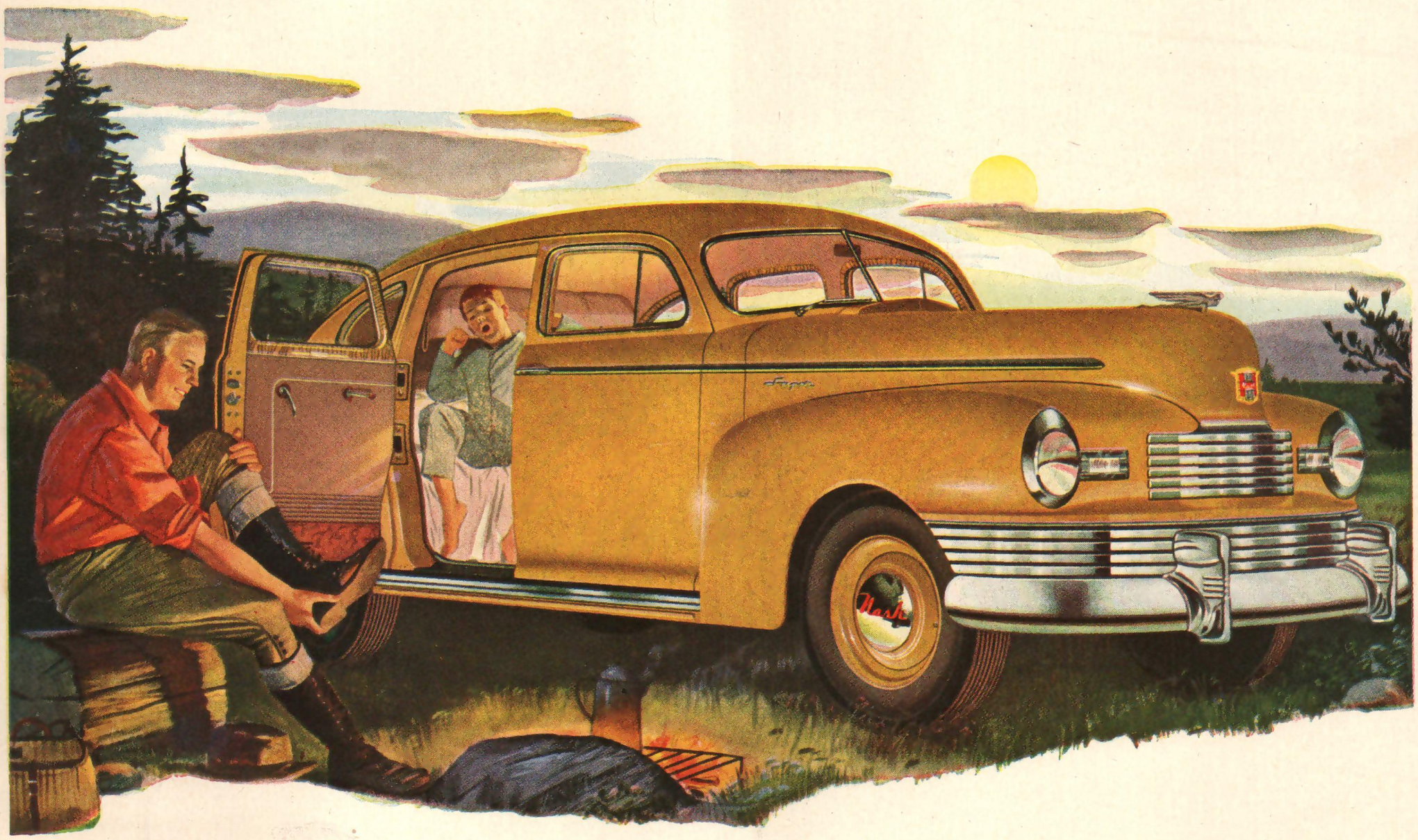
**BETSEY MET SUCCESSOR** in 1938 when Jimmy fell for Nurse Romelle Schneider (*left*) whom he married after his divorce in 1940 from Betsey (*right*).



**BETSEY MET PREDECESSOR** when she dined with Polish count (*center*), Mrs. John Hay (Liz) Whitney (*left*), then wife of Betsey's next husband (*below*).

**NOW MRS. JOHN HAY WHITNEY,** Betsey is prominent in the horsy set. She has custody of two children, Sara and Kate Roosevelt, by former marriage.

# and so-o-o to bed



***There's a spot*** in the hills where the big bass bite and the air is cool with pine.

Get in a new Nash "600" and you'll be there tonight. Just snuggle down in the big soft seat and watch the road start flying backwards.

***Look—!***

The curves straighten out and the bumps unwrinkle up ahead. The hills lie down and the stuffy day turns sparkling fresh.

Look—your speedometer shows you're getting an incredible 25 to 30 miles on a gallon of gas at moderate highway speed!

*Hey—what's happened anyway?*

Where's the dust and the noise? The swaying —and the wheel tugging?

A *lot* has happened—since you last bought an automobile. And it's all happened here in the Nash "600."

This car is built a new way. *Welded* (not bolted together)—a single unit body and frame, free of dead weight and noise-making joints.

New, easier steering is here . . . and coil springing on all four wheels . . . new soundproofing . . . and the famous Nash Weather-Eye automatic "Conditioned Air" System! And a Nash can even sleep you tonight with Convertible Bed equipment. Just yawn : : : and so-o to bed!

***Is it any wonder*** the swing today is to Nash? Smart people *like* this new kind of car—and the new kind of solid, friendly dealer who sells it. See him today about the brilliant new Nash "600" and the Nash Ambassador.

## You'll be ahead with Nash

NASH MOTORS DIVISION NASH-KELVINATOR CORP., DETROIT

# CURR

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*Makers of* Baby Ruth *and* Butterfinger *Candy Bars*

# MEAT

## *Summer Eating Fun*

When it comes to protein, your body makes no distinction between August and December. The scientific fact is: Summer or winter, at work or at rest, the body's daily need for protein remains the same—protein to keep the body in good repair—and for children to grow on, too.

Meat is rich in protein—complete, high-quality protein. And, folks, doesn't this happy-eating background make you glad you're right in liking meat?

*AMERICAN MEAT INSTITUTE*

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*Illustrated above:*

1. Liver sausage
2. Bologna
3. Cold pressed ham
4. Souse
5. Salami
6. Tongue
7. Cervelat
8. Luncheon meat

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SCIENCE

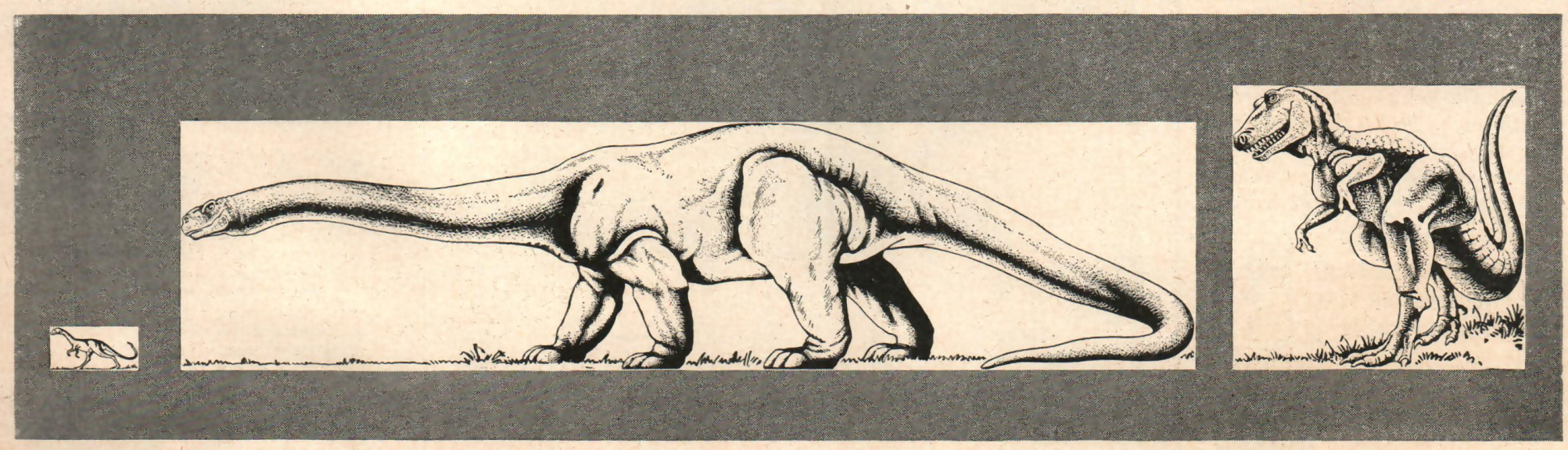
# EARLIEST DINOSAURS

## Diggers unearth a small species that lived 200 million years ago

One day in June a man named George Whitaker who works for New York's American Museum of Natural History walked down a dry arroyo in New Mexico, his eyes fixed on the ground. Suddenly he gave a shout and fell to his knees. Embedded in an outcropping of 200-million-year-old rock was the claw of a small dinosaur. A few minutes later Dr. Edwin H. Colbert, the museum's curator of fossil reptiles, identified the claw as belonging to the Triassic genus *Coelophysis*, a contemporary of the first dinosaurs which lived millions of years before the massive *Brontosaurus* and *Tyrannosaurus* (*below*). Digging farther, Colbert and his associates discovered they had made one of the most important dinosaur finds in the history of paleontology. Only a few scattered *Coelophysis* bones had been found before. They had uncovered not one but perhaps as many as 12 complete skeletons.

Dr. Colbert and his associates immediately began the delicate work of removing their find from the rock. To locate the bones accurately they scraped lovingly at the surface. Then they dug down to isolate them in big blocks of stone. Covered with burlap and plaster of Paris, the blocks will be removed from the arroyo, one by one, and shipped to the museum. There the skeleton of *Coelophysis* will be reconstructed so paleontologists can learn more about the descent of all dinosaurs.

COLBERT (LEFT) AND HELPERS LIFT PLASTER-COVERED ROCK FULL OF BONES FROM THE DINOSAUR QUARRY



**COELOPHYSIS WAS PREDECESSOR**, not a direct ancestor, of big dinosaurs like *Brontosaurus* (*center*) and *Tyrannosaurus* (*right*). *Coelophysis* (*left*) was three feet high and lived in Triassic period (200 to 155 million years ago). *Brontosaurus* was 80 feet long and lived in Jurassic period (155 to 120 million years ago). *Tyrannosaurus*, 20 feet high, lived in Cretaceous period ending 60 million years ago, just before the Age of Mammals which evolved man about 1 million years ago.

CONTINUED ON NEXT PAGE

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6 to 10 Hours

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(Write us your dealer's name if he is out of stock)

75¢ each

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**SCENE OF THE FIND** is this arroyo on Arthur N. Pack's Ghost Ranch near Abiquiu, N. Mex. Museum of Natural History's diggers put up tarpaulin-covered shelter to protect themselves from the sun and the bones from the rain.

**BONES ARE UNCOVERED** by digging into side of arroyo. In foreground Dr. Colbert brushes off bones uncovered at the surface. In background helpers Ierardi, Sorensen and Whitaker dig to cut out a block containing bones.

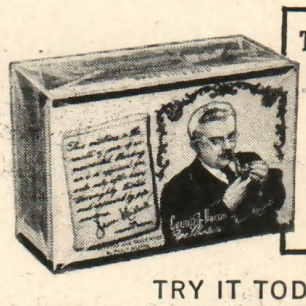
CONTINUED ON PAGE 52


That's putting it MILDLY!

Zounds! WIVES I changeth often, but NOT my tobacco! It doth smoke so smooth, so sweet, so mellow—

Country Doctor
Pipe Mixture

'Tis the Pipeline to Perfection!
'Tis the absolute monarch of tobaccos.
A blend of the world's rarest and most fragrant! *So* cool! *So* pleasantly moist!



The Pipe Smoker's ECONOMY -LUXURY 25 Pleasureful Pipefuls for 25¢

TRY IT TODAY!
If your dealer doesn't have it—write Philip Morris & Co., Ltd., Inc., Dept. G23, 119 Fifth Avenue, New York

CAR LIGHTER

SO SAFE...CASCO
is standard equipment on 9 out of 10 new cars!

*. . . if your lighter's lost or stolen replace it with another safe Casco "pop-out" knob and element unit for . . . . . $1.50*

*. . . if it won't light, simply screw a new Casco safe heating element on to your present Casco automatic lighter knob, only. . . . . $1.00*

Yes, now you can get genuine Casco replacement parts—the same safe Casco that manufacturers originally specify in 9 out of 10 new cars. At auto supply stores, service stations and garages wherever you go.

CASCO
POP-OUT DASHBOARD LIGHTER
CASCO PRODUCTS CORPORATION, BRIDGEPORT 2, CONN.

# This is the sign of America's only coast to coast and Canadian driv-ur-self system

It's the sign thousands look to for dependable, courteous car rental service for pleasure, or business . . . salesmen, for example, who make more calls, faster, conveniently, economically, in 250 cities in the United States, and Canada. Great numbers of business and professional men, too, and hosts of men and women who rent fine new cars from Hertz to drive for pleasure. Learn how easily you can enjoy the many benefits offered by this great service.

Call your local Hertz station listed in the telephone classified section for complete information about the Hertz easy rental plan. For FREE Directory of *all* Hertz stations throughout the United States and Canada, write Hertz Drivurself System, Dept. 287, Pontiac, Michigan.

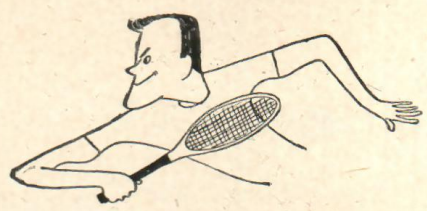
## *Important Announcement*

*The Hertz Drivurself System has under way a Plan of Expansion to serve more cities and towns. Licenses are being awarded to qualified local interests to operate in the Hertz System, the world's largest drivurself organization. Write Hertz Drivurself System, Dept. 287, Pontiac, Michigan for complete information about this unusual profit opportunity.*

**YOU CAN RENT A NEW CAR FROM HERTZ AS EASY AS A . . B . . C**

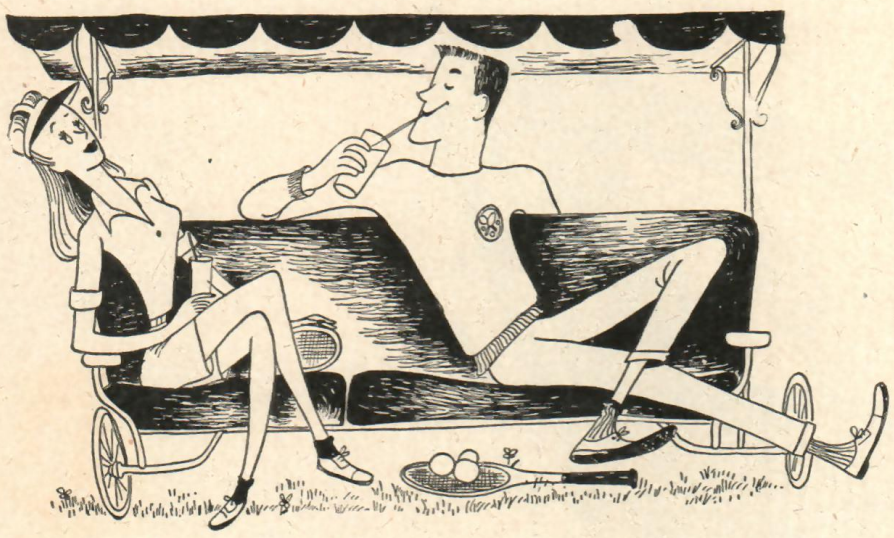
FEEL Athletic...

ACT Athletic...



But don't have

"Athletic Aroma"



**Prevent it with Barbasol's New LOTION**

Unless you bathe every few hours, soap alone won't keep you free from "Athletic Aroma." But a new lotion deodorant, created especially for men by Barbasol skin scientists, *does*.

Different from other deodorants. Easy, clean, pleasant to use. Made with a newly discovered ingredient, it is positively *non-irritating to the skin, harmless to clothes.* Evaporates instantly and disappears—but the benefit lasts *at least* 24 hours.

Try this Barbasol discovery for men, and avoid "Athletic Aroma." Sold wherever you buy Barbasol—only 39¢ plus tax.

*Confidentially—*

**Barbasol**

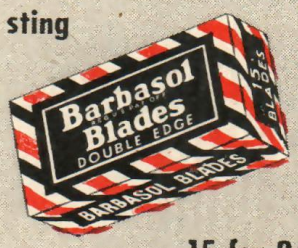
**LOTION DEODORANT**

Checks Perspiration

- No brush
- No lather
- No rub-in

The world's largest selling shave cream

- No pull
- No pain
- No sting




15 for 25¢
Super-sharp!

**RECONSTRUCTION** of *Coelophysis* shows that it had long hind legs and 3-foot tapering tail. It was probably the most fearsome land animal of its period.

# IT WAS A VICIOUS CARNIVORE

*Coelophysis* (pronounced see-low-fy-sis) was a ferocious little animal which was about the size of a kangaroo. Along with almost identical small dinosaurs which have been found in the Connecticut Valley and various parts of Europe, it is the earliest known member of the dinosaur family. Like the giant *Tyrannosaurus* of the Cretaceous period it became a biological success by its ability to run down other animals on its powerful hind legs and tear them apart with forelegs and teeth. Since the animal life of its period was limited, it lived by eating other reptiles.

**EXPOSED BONES** of *Coelophysis* are almost indistinguishable from Triassic rock. Work of separating bones is done at museum rather than in the field.

**Finest tone system in RCA Victor history**

This symbolizes the "Golden Throat" — 3-way Acoustical System exclusive with RCA Victor. This thrilling development is explained technically in an illustrated booklet attached to RCA Victor instruments.

# New Worlds of listening pleasure for you

**The "CRESTWOOD," with RCA Victor FM, newly designed record changer and the famous tone of the "*Golden Throat*"!**

Like all great entertainers, the Crestwood has an air of distinction, authority — that quality of musical tone called *presence*. Its *balanced* "Golden Throat" tone is the heritage of RCA's 27 years of radio and electronic research combined with Victor's 48-year musical leadership.

There's new beauty in design, new convenience in operation. In *one*, roll-out unit is your complete radio chassis *and* your record changer! It glides out, then in at a touch — plays open or closed.

For radio, you have RCA Victor FM, Frequency Modulation at its finest — clear, static-free. Standard and short-wave broadcast bands also. For records, you have a faster, newly designed automatic changer and RCA Victor's exclusive jewel-point pickup, the Silent Sapphire. So light it fairly *floats* on your records. No needles to change, no annoying needle chatter. Records sound better, last longer.

This finest of the world-famous Victrola radio-phonographs comes in a choice of styles, in rich mahogany (above) or walnut veneers (right) or in modern blond. Plays on AC. See, hear the Crestwood (Model 612V3) —it's at your RCA Victor dealer's now.

"Victrola" T. M. Reg. U. S. Pat. Off.

HEAR Robert Merrill sing "Music America Loves Best." Sundays, 2 PM, EDT, on your NBC station.

ONLY RCA VICTOR MAKES THE VICTROLA

RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

*"Ahoy there mate, I see the sign*
*That tells the world of Ballantine*
*Three rings, three cheers, we're headed right*
*For home and Ballantine Ale tonight."*

☆

## *Great favorite since 1840*... it's America's largest selling Ale

Back in 1840, when his ale had ripened, Peter Ballantine took one drink to judge its PURITY, a second for BODY, a third for FLAVOR, and chose for his trade mark the three moisture rings left by his glass on the table.

Fill up a glass yourself—and enjoy ale that is at once agreeably light *and* thoroughly satisfying. As for flavor, Ballantine tastes like no other ale you have ever tried. "Wonderful!" Look for the 3 rings; call for Ballantine Ale.

# BALLANTINE ALE

PURITY BODY FLAVOR

P. Ballantine & Sons, Newark, N. J.

SENATE PAGE BOY WERTH ZUVER SITS WITH HIS MOTHER AND HIS DOG AMIDST PICTURES OF HIMSELF AND THE MEN WHOM HE CALLS HIS "IDOLS AND SAINTS"

# CANDIDATE AT 17

## Werth Zuver ends job as page boy, starts his campaign for senator

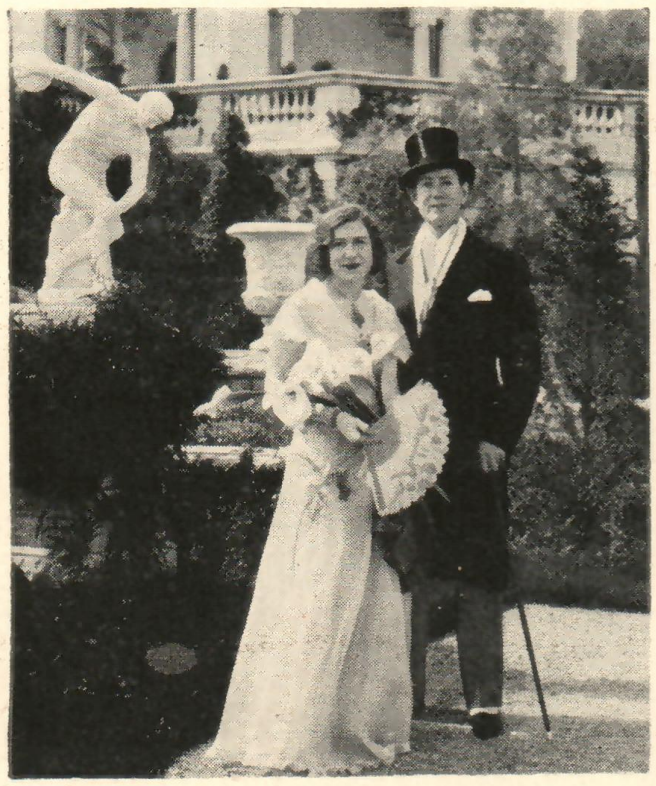
Every statesman must start in a small way. The young man scratching the spaniel in the picture above is Werth Zuver, 17, who got his start campaigning for the Republicans when he was 10. Now he has finished two years of running errands as a Senate page boy, and his parents are planning a trip to Europe as the next step in Werth's political career which, his mother confidently expects, will lead Werth back to Capitol Hill, this time as a senator.

Before leaving for Europe, Werth's parents gave a farewell party for him on July 19 at the Hotel Carlton (*p. 58*). They called it a "Father and Son Friendship Fiesta" and invited 50 senators and representatives to a "presailing farewell for a few tried and true friends, as an attestation of devotion for unfaltering loyalties and gracious goodwill." It also gave Werth a chance to see that his political connections were well established before he left.

CONTINUED ON NEXT PAGE

# WERTH HAS BEEN RAISED FOR A SENATE CAREER

Werth cut his political teeth in the summer of 1940 during the Willkie-Roosevelt campaign. Ten years old at the time, he plied Long Island Sound in his small motor boat. He stopped yachtsmen, made sure they were going to vote Republican and sought campaign contributions. This industry was brought to the attention of the late Senator Charles McNary, the Republican vice-presidential candidate at that time. As a reward five years later Werth was made a Senate page boy. For this job and for his future career as a senator himself, Werth has a perfect background, as shown below.

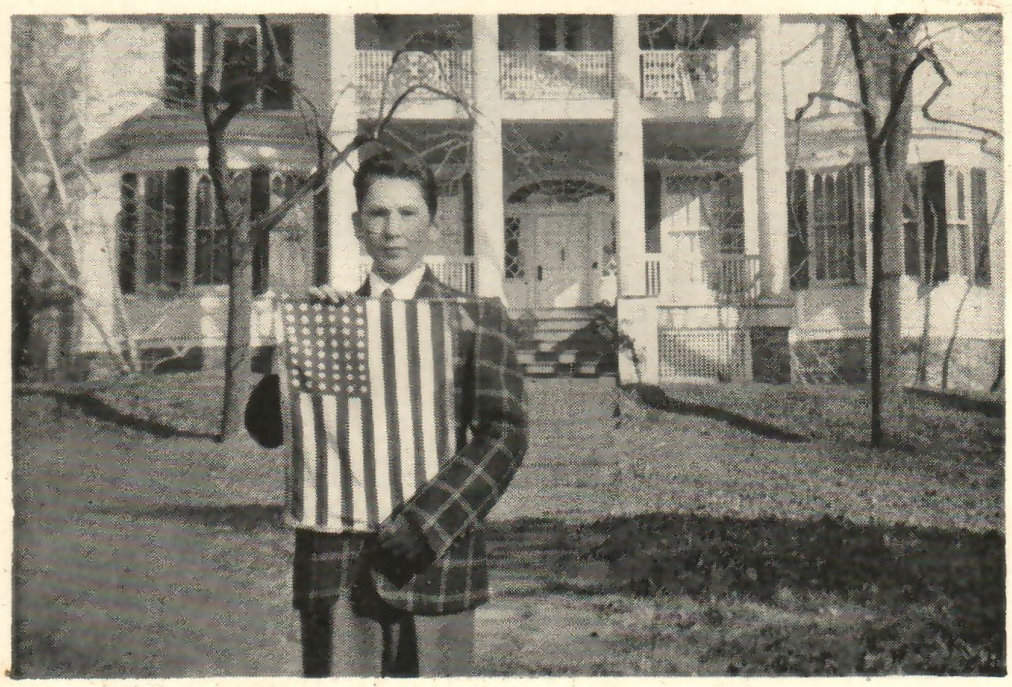


**WERTH'S PARENTS** are Mr. and Mrs. Harry Embrie Zuver of New York, Washington and Palm Beach. Here they pose on the Riviera in the early days of marriage.

**AS A CHILD** Werth romped on the Riviera with his mother (*above*). He has been to Europe nine times. Because he was born in Paris, he can never be President.

**FAMILY GROUP** shows Werth (*left*) with his sister Angela (*right*) his parents and grandmother. The Zuvers say that the tapestry bears the family's coat of arms.

**IN EGYPT** at the age of 7 Werth had his picture taken with mother and sister. At this same place two years later he won silver cup in a gymkhana race on a white donkey. Werth's career has 13 years to go before he reaches senator's legal age of 30.



**EARLY PATRIOTISM** is displayed in picture of 10-year-old Werth in front of family home in New York's Westchester County. He once started a "Fly-the-Flag" campaign among shopkeepers and churches. He often signed his letters, "A Boy Patriot."

**AS A PAGE BOY** Werth rode to work in a taxi, ran errands in the Senate cloakroom. He continued his education in page boys' school. For a while he was assigned to House of Representatives (*above*) where he saw that nobody but members got in.

CONTINUED ON PAGE 58

# AHH! WHAT A CUP OF COFFEE!

**Want the best-tasting** coffee you ever had—made instantly, right in the cup? Coffee with *all* the delicious flavor, *all* the satisfying goodness you could ever hope for? Then try Nescafé* today! You get perfect coffee *every* time—exactly *as* you like it, *when* you want it—coffee with a rich, full-bodied flavor that can't be matched!

**Here's the secret:** Only Nescafé has a secret, patented way to brew *extra-flavored* coffee from the choicest coffee beans and to *seal in* the flavor! Yes, in making Nescafé we brew fine, *pure* coffee, add carbohydrates to seal in the flavor, then powder it for your convenience. The flavor *stays* true and fresh until the instant *you* release it in the cup!

**So fast . . . so easy . . . and so good!** No wonder Nescafé is such an instant success! You just put a teaspoonful in a cup and add hot water. That's all! Instantly you have the most delicious cup of coffee you ever tasted. There's no waste, no messy grounds to dispose of or coffee pots to clean. And Nescafé costs you only about 1¢ a cup!

## That's why more people drink NESCAFÉ than any other instant coffee!

# THE FLAVOR CAN'T BE MATCHED BECAUSE ONLY NESCAFÉ HAS THE SECRET

*Nescafé (pronounced NES-CAFAY) is the exclusive registered trade-mark of Nestlé's Milk Products, Inc. to designate its soluble coffee product. It is composed of equal parts of pure soluble coffee and added carbohydrates (dextrins, maltose and dextrose) added solely to protect the flavor.

**TUNE IN The Paul Whiteman Club—3:30-4:30 P. M. Eastern Time, Mon. through Fri. over your local ABC station.**

why an antiseptic baby oil gives you a faster smoother SUN TAN

**It helps screen out the sun's scorching rays!** The vegetable oil in Mennen Antiseptic Baby Oil helps you tan faster, smoother, evenly, without painful burn.

**It's non-sticky!** You will like the feel of this mild, light oil on the body—leaves no sticky residue.

**Safer! It's antiseptic!** Mennen Baby Oil helps prevent infections caused by skin openings, cracks, peeling and scratches.

**It lubricates your skin!** Helps prevent thickened, leathery skin caused by exposure . . . keeps your skin fresher, lovelier!

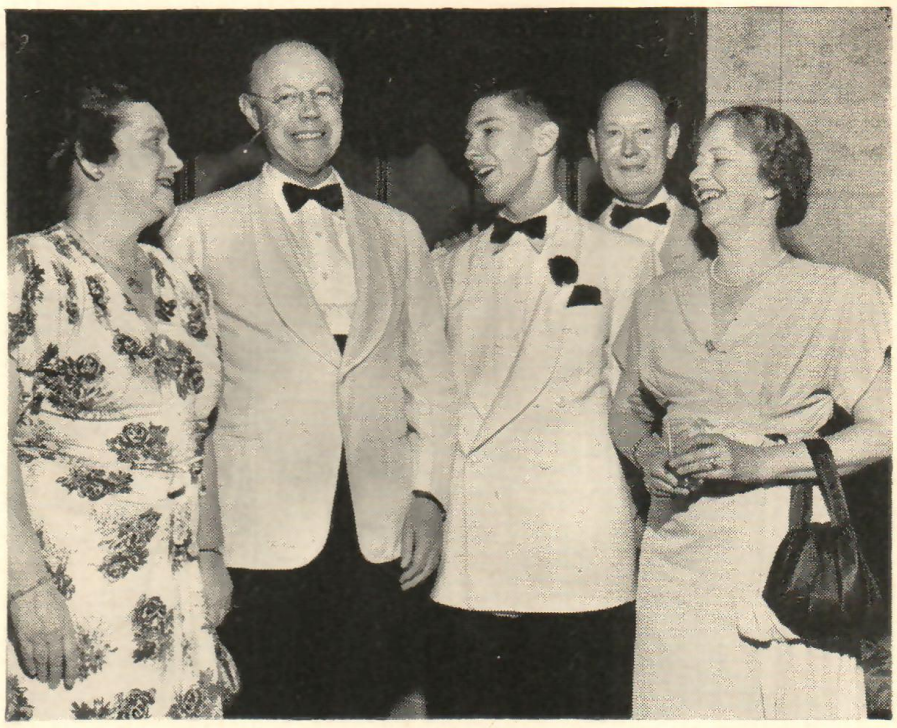
**Your skin is cooled and soothed!** What could be more cooling, soothing on sun-baked skin than baby oil so gentle that over 3,000 hospitals use it on the tender skin of newborn babies!

MENNEN BABY OIL ANTISEPTIC ALSO EXCELLENT FOR SUN-TAN

MENNEN ANTISEPTIC BABY OIL

*Better 5 ways for Sun Tan*



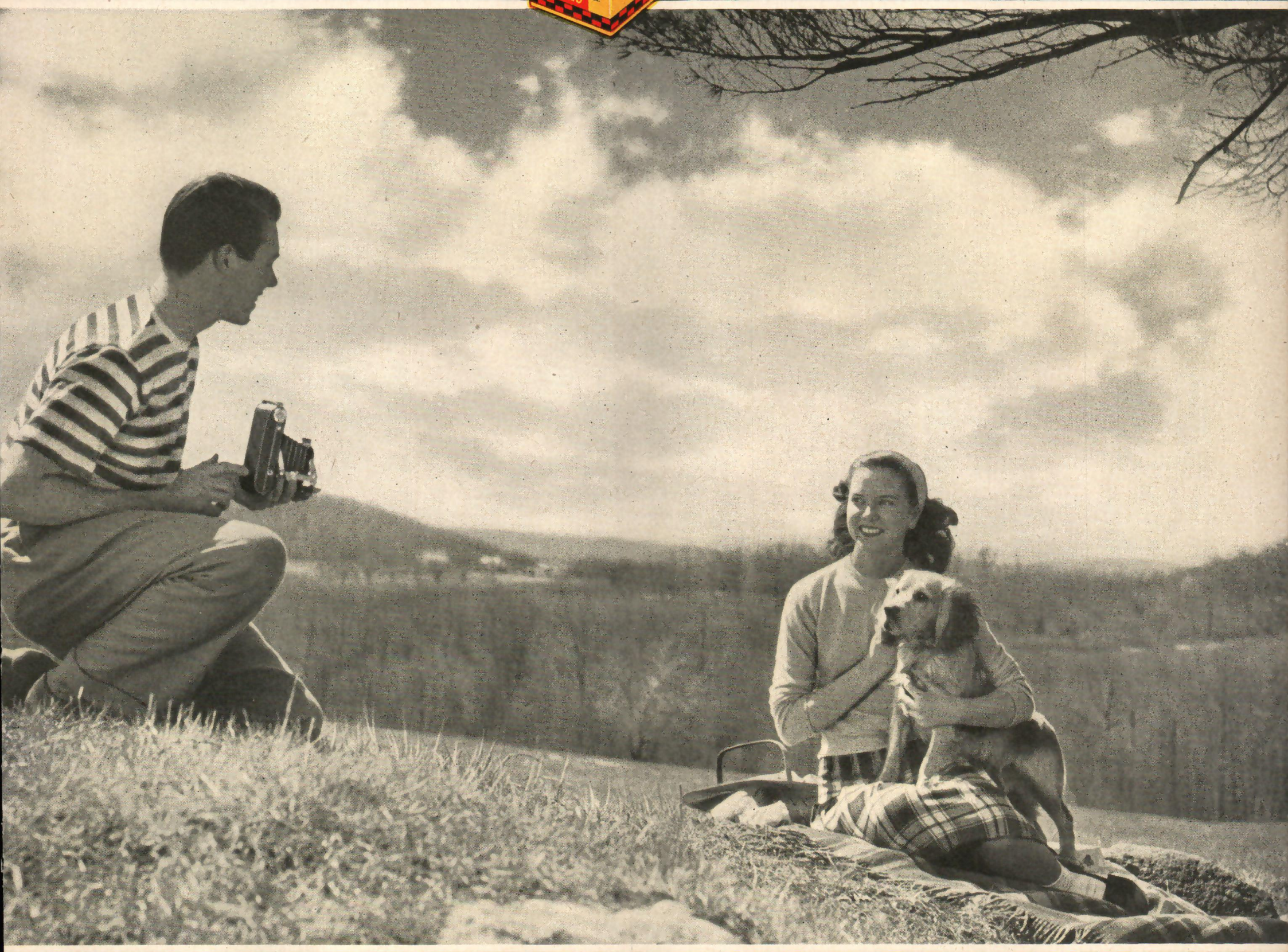



**WERTH POSES** with Senator Taft at farewell party and displays a fine campaign smile. "Off the record," Werth admits he is backing Taft for 1948.

**WERTH DANCES** gaily in a Spanish costume. His mother planned party as "a romantic, sentimental farewell to our dear, dear Washington friends."

**REPUBLICAN CONGRESSMEN** Howell, Stockman, Dirksen and Brown serenade Werth at the party with *You Tell Me Your Dream, I'll Tell You Mine.*

# YOU press the button —IT does the rest



"Shooting some snaps" is as carefree as the occasion—when your camera is loaded with Kodak Verichrome Film. That's because Kodak Research has put all the thinking, planning, and experimenting into the film itself . . .

So with Verichrome you get clear, sparkling snapshots—snapshots you're proud to show, and keep to remember "that day." Why wait?—when it's all so easy! *Be sure to get Verichrome*—you press the button, it does the rest.

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

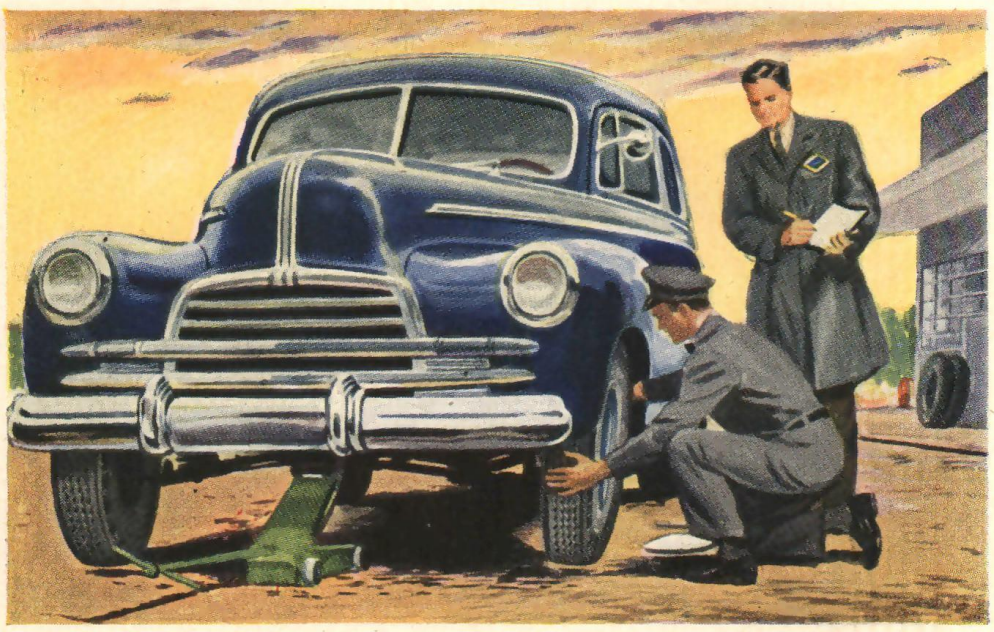
**Only Eastman makes**

# Kodak Film

**. . . the film in the familiar yellow box**

Kodak

# *New Tire!*... 34% M
# AND AT NEW



**NEW!... 34% MORE MILEAGE—AND HERE'S THE PROOF!**

In millions of miles of road tests, tires were driven until the treads wore smooth.

The *new* Goodyear De Luxe averaged 34% more mileage than the famous Goodyear tire it replaces. Yes, *34% more mileage!*

If the *new* Goodyear De Luxe can make a record like this under test conditions tougher on tires than ordinary driving, isn't it reasonable to believe that it will do at least as well on the wheels of your car?

**NEW!... SHARP CUT IN PRICES!**

This increased mileage actually costs you less. You not only get a new and better tire, you get it at a sharp cut in price!

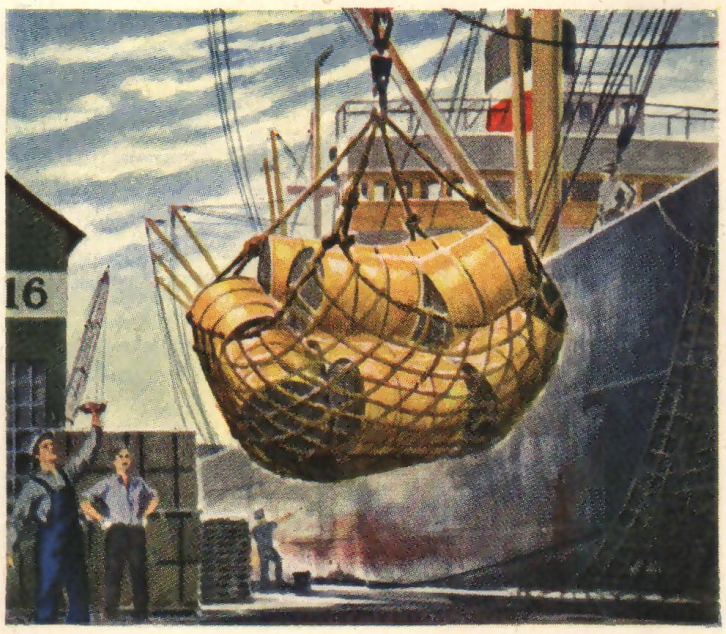
**Your choice of two famous treads:**
The De Luxe Rib
The De Luxe All-Weather

## THE NEW GOOD

All-Weather T.M.—The Goodyear Tire & Rubber Company

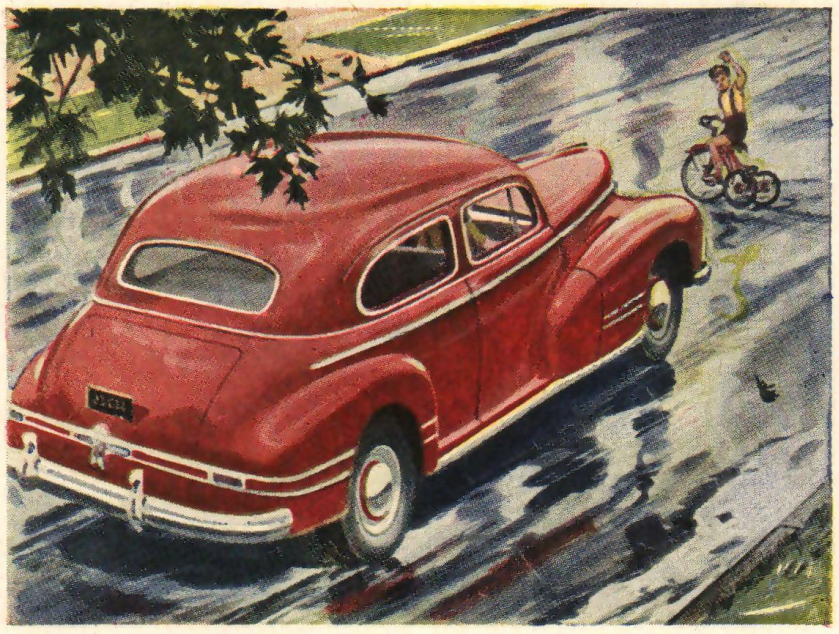
MORE PEOPLE RIDE ON GOODYEA

# MORE MILEAGE LOW PRICES!




**NEW!...STRONGER CORD, STRONGER BODY!**

The cord in the tough new De Luxe is stronger. This means a stronger body, means the tread can be made heavier for longer wear.



**NEW!...BETTER TRACTION!**

The sure-footed new De Luxe has a wider, flatter tread. This puts more rubber on the road. It gives you more traction when you need it most. It means quicker stops.

**NEW!...IMPROVED SHOULDER DESIGN!**

An improved shoulder design makes the shoulder huskier yet more flexible. It makes the long-lived *new* Goodyear De Luxe wear more evenly. The more evenly a tire wears, the longer it lasts.

This *new* Goodyear De Luxe is typical of the year-in, year-out improvements that have kept Goodyear America's first-choice tire for 32 consecutive years.

# GOODYEAR DE LUXE

TIRES THAN ON ANY OTHER KIND

# Silence that's deep
# Invites sound sleep

YOU CAN RELAX . . . electric *Telalarm Jr. doesn't make the slightest sound to disturb your peaceful slumber.*

YOU CAN RELY *on Telalarm Jr. . . . it's always right on time. And you can depend on the electric alarm to call you on the dot.*

And rouse you it will! Telalarm Jr. keeps calling you until you shut off the alarm—because it's *electric*. It's a clock that never needs winding, oiling, or regulating, and it brings you right-to-the-minute time for years. With the famous Telechron self-starting motor that has long made Telechron the "preferred" *electric* clock, it's a sound investment at this exciting low price. In ivory-colored plastic case. No mail orders, please—see your Telechron dealer. Telechron Inc., Ashland, Massachusetts.

**TELALARM JR.**
**ACTUAL SIZE SHOWN**

**$4.95**

**For your ear alone . . .** TELALARM JR. is also available with the exclusive CONTROL-A-TONE alarm that you can regulate loud or low, as you like—and with *luminous case, hands, and dial* .....**$6.50**

TELALARM – slightly larger size – luminous hands and dial – bell alarm.....**$6.95**

# Telechron
REG.U.S.PAT.OFF.
**ELECTRIC CLOCKS**

*All prices* PLUS TAX – *prices and specifications are subject to change without notice.*

WHILE TEACHERS THALIA MARA AND ARTHUR MAHONEY UNCONCERNEDLY READ, FIVE OF THEIR STUDENTS STRIKE BALLET POSES ON THE VERANDA OF MAIN HOUSE

# JACOB'S PILLOW

## AN ABANDONED FARM ON A MASSACHUSETTS MOUNTAINSIDE IS THE SUMMER DANCE CAPITAL OF AMERICA

When Farmer Stephen Carter moved north from Connecticut to homestead just after the Revolutionary War, he settled in a beautiful spruce-scented tract in the Berkshire Hills near Stockbridge, Mass. Today Carter and his descendants have long since departed, but their farm buildings remain. These no longer echo to the stamp of horses but to the pattering of little bare feet as young ladies like the five shown above study dancing.

Carter's farm has become a dance colony, the summer dance capital of the nation. Its name is Jacob's Pillow, after a huge rock on the mountainside back of the farm. It is run by the husband-wife team of Arthur Mahoney and Thalia Mara, shown reading in the photograph above. This summer the Mahoneys, helped by a resident repertory company of 15 young professionals, have 44 students who are paying $500 each for an intensive eight-week course which covers everything from basic classical ballet figures to modern ballroom techniques. The students live in the barns or in log cabins, do all the housework and waiting on table, also help make their own costumes and scenery. They practice dancing incessantly, working under a series of celebrated dancers like Charles Weidman, Valerie Bettis, Iris Mabry, Iva Kitchell and Devi Dja, who visit the school in rotation and hold classes in their respective specialties. If the students show talent they are given parts in ballets which Director Mahoney puts on for public audiences once or twice a summer. Next winter the best of them will be dancing in Broadway shows.

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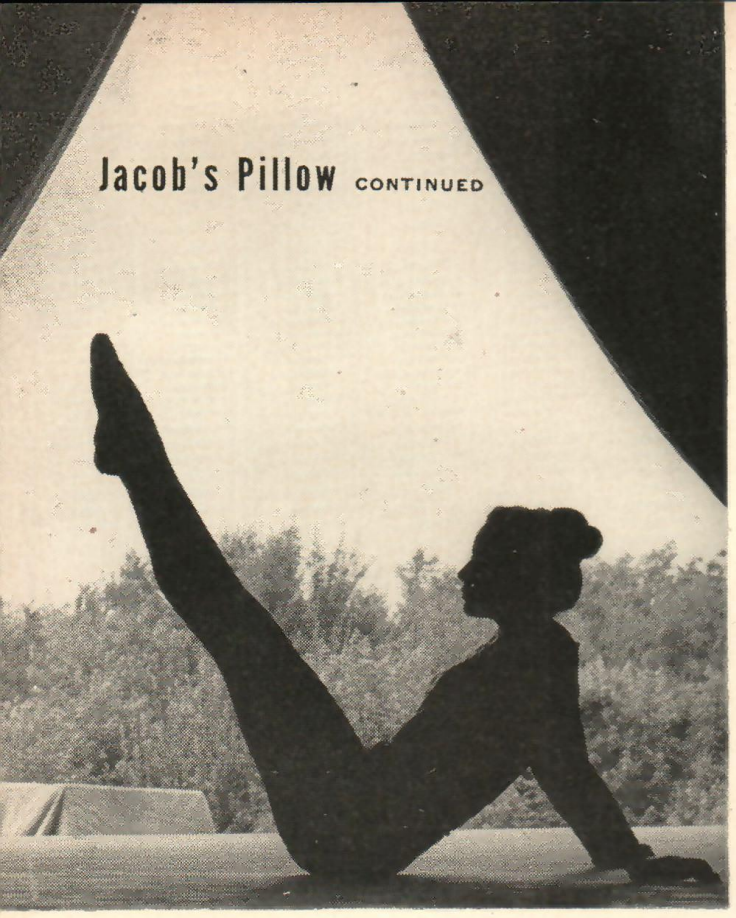

SILHOUETTED AGAINST THE FOREST AFTER BACK OF STAGE IS OPENED, DANCER RUTH ANN KOESUN SHOWS SOME OF THE THINGS STUDENTS LEARN AT JACOB'S PILLOW:

**MODERN DANCE CLASS** is taught by Iris Mabry (*back to camera*) on outdoor practice platform. Students in first row are Rosemerry Fuhrmann (*left*), 24, who teaches dancing to a kindergarten class in Covington, La.; Betty Ann Logue (*center*), 15, of Flushing, N.Y., who is studying under a scholarship, and Martha Turner, 20, of Tchula, Miss.

(LEFT TO RIGHT) BODY-CONDITIONING EXERCISE, RUSSIAN DANCE, SPANISH DANCE WITH CASTANETS, MODERN DANCE, SAUCY CHARACTER DANCE AND CLASSICAL BALLET

**BODY CONDITIONING** is in charge of 67-year-old Joseph Pilates (*right*) who claims to be a direct descendant of Pontius Pilate. Here, with the aid of two metal headdresses which he made himself, he shows Betty Ann Logue and Estelle Nadell how to do deep knee bends with straight spines and without upsetting the balance of the sandbags.

CONTINUED ON NEXT PAGE

**INDONESIAN DANCING** is taught by Devi Dja, a Javanese who is one of a series of celebrated professionals who spend a few weeks at Jacob's Pillow teaching and giving special recitals on weekends. Most of the students at the Pillow hope for dance careers, but one boy took up ballet because he thought that it would improve his ice skating.

*and best of all . . .*

. . . *it's a* **Milliken**

100% VIRGIN WOOL

IT'S FALL of '47—the two-piece dress in two perfect pieces. Slipover jacket like a poncho. Wrapped skirt slender as a reed. And for that wonderful "best-dressed" look—a Milliken 100% virgin wool fabric. Like all Milliken Woolens, it has a special flair for fashion. Look for the Milliken label next time you shop for beautiful clothes. Look, too, for Milliken Woolens by-the-yard, and linings in shades to harmonize. Pleasantly priced, in better stores everywhere. *To learn where to buy the dress above, write Milliken Woolens, 450 7th Ave., N. Y. 1, N. Y.*

# Two for the Show...

A horse-show might or might not be *your* idea of the *best* way to spend a day...
Only *you* can say—for your tastes in entertainment are quite properly your own.
And so are your tastes in whiskey! That's why Hunter's very *different* flavor might not taste "best" to you. For no whiskey in the world can possibly taste "best" to everybody.
Yet you *should* try it! Its very difference may be exactly what you're after. For thousands of men who have tried Hunter once, have liked it instantly—and today prefer it to all others.

**HUNTER**
SINCE 1860
*First over the Bars*

HUNTER-WILSON DISTILLING CO., INC., LOUISVILLE, KY. BLENDED WHISKEY, 92 PROOF, 60% GRAIN NEUTRAL SPIRITS.

BURT LANCASTER IS THE MOVIE'S HE-MAN HERO

## MOVIE OF THE WEEK:

# *Brute Force*

## Jailbreak film drips with blood

Hollywood's latest epic of sweat is *Brute Force*, a prison picture of almost unrelieved violence and gloom. Built around a prison break, the story deals with half a dozen convicts who are so mistreated by an ambitious guard with a Napoleonic complex that they decide to risk their lives in an escape attempt. By the time the attempt fails the screen is drenched with blood and littered with corpses.

These ingredients have been mixed into a long-winded but generally exciting result by Mark Hellinger, producer of *The Killers* and the movie industry's master portrayer of the seamy side of life. There is some good acting too, particularly by Burt Lancaster (*above*) as the most escape-minded convict and Ella Raines (*below and cover*) as another prisoner's wife. Less praiseworthy is a turnabout moral code which portrays each representative of law and order almost as a case history of depravity, while all the lawbreakers seem like real nice fellows.

**ELLA RAINES** plays prisoner's wife. Her husband is in jail for embezzling money to buy her a costly coat.

**JAILBREAK BEGINS** in an excavation when a prisoner who has betrayed the plot is tied to a handcar by Joe Collins (Burt Lancaster, *right*) so he will draw the guards' fire while the others safely make their getaway.

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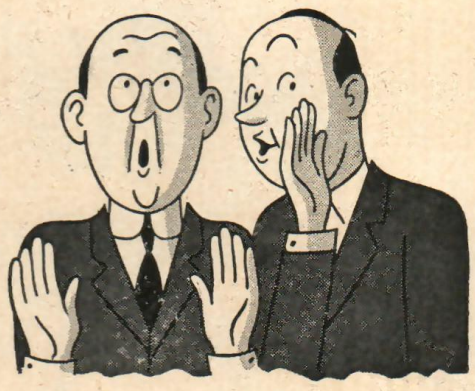
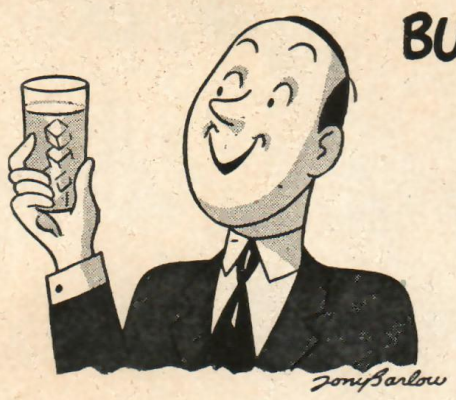
The odds **AGAINST** someone keeping your secret are **40 to 1**



From "You Bet Your Life"
by Leo Guild
Courtesy Marcel Rodd, Inc., Publishers




**BUT** the odds in **FAVOR** of your liking

**MARACA RUM**

are **301 to 1**

Based on statements of prominent purveyors of liquor as to whether they personally like Maraca Rum.

**MARACA RUM**

*LIGHT AND DRY...*

*in step with the times*

Distilled, prepared and bottled by Mayaguez Distilling Company, Mayaguez, Puerto Rico. W. A. Taylor & Company, New York City, Sole Agents for U.S.A.

Puerto Rican Rum
White Label
Gold Label
86 proof

**SOLID CITIZEN!**

He's the fellow who keeps your radio on the beam — your local radio service dealer. His motto is excellent service at a moderate price. Does he live up to it? Give him a try. You'll find that he prefers Sylvania testing equipment and Sylvania radio tubes. They enable him to do the very best job for you!

**SYLVANIA RADIO TUBES**

Product of Sylvania Electric Products Inc.

**BEFORE THE JAILBREAK** convicts are terrorized and even tortured by Captain Munsey (Hume Cronyn, *center*), a martinet who sadistically asserts his superiority over his charges by making them humble themselves before him.

**AFTER THE JAILBREAK,** which has failed completely, Joe Collins, already wounded, crawls up the burning observation tower and surprises Munsey. After a struggle Joe throws the captain to his death in the flames below.

CONTINUED ON PAGE 72

# "How about the oil you use?"

"In my car? Lady, it's Macmillan for me!"

Seems like she's heard that before! "Isn't that the oil so many of you men use?"

"Yep, lady—and here's the pay-off. Us independent dealers* have hundreds and hundreds of oils to choose from. Each one of us keeps several good oils in stock. But when it comes to our own cars, *thousands upon thousands* of us* use Macmillan Ring-Free. Guess that proves something!"

**It's expert proof:** Your garage and service station men are experts—know the truth about oil. And *thousands upon thousands* of these experts use Macmillan in *their own cars!* Because why? Because it's made by the exclusive Macmillan process. It cleans as it lubricates. It removes hard carbon. That tough, friction-fighting Macmillan film helps protect vital parts—helps keep power up—expense down. Yes—and Macmillan's the happy answer for breaking in those new, precision-engineered, tight-fitting, hotter-running '47's.

So—for a quart—or a complete change—the Macmillan sign is your sign to stop, look and—ask!

**ASK** your independent Macmillan dealer. He knows the answer on spark-plugs, tires and other automotive needs. Ask him!

**Throughout the nation, 1000's UPON 1000's of these dealers* say:**

# "I USE MACMILLAN IN MY CAR!"

* *Experts—mechanics, garage men and service station operators. Each handles several brands of good oil including Macmillan.*

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The best brushes have
DU PONT NYLON
BRISTLES

*In paintbrushes . . .*

**nylon outwears other bristles 3 to 1**

More and more professional painters are choosing nylon-bristled paint brushes. For nylon bristles last at least 3 times as long as the best animal bristles. They lay on a smooth, uniform film . . . can be used with all paints. Originally available for professional use only, nylon-bristled paintbrushes are now produced in sufficient amounts for all. Remember—for longer service in all types of brushes, buy brushes with the name *nylon* plainly marked on brush or package. At brush counters everywhere. E. I. du Pont de Nemours & Co. (Inc.), Plastics Department, Arlington, N.J.

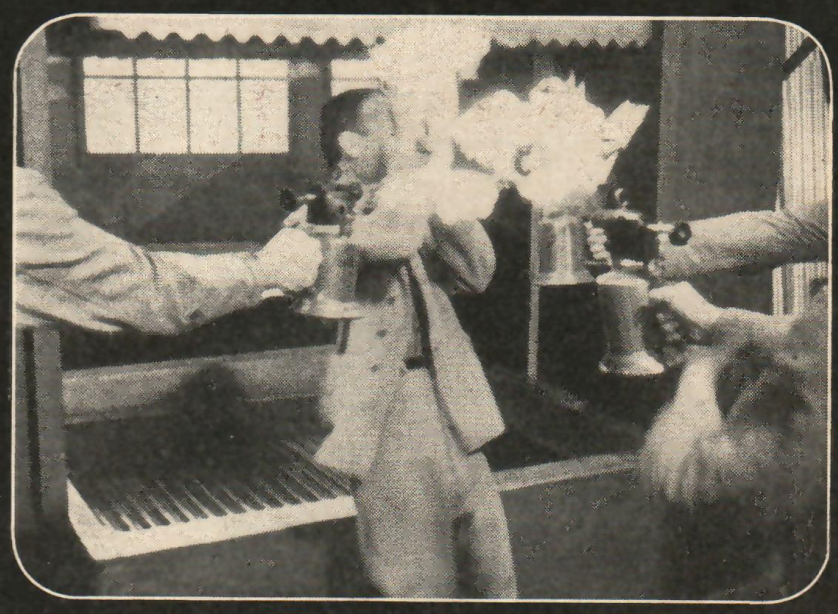
*Product of* DU PONT *Plastics*

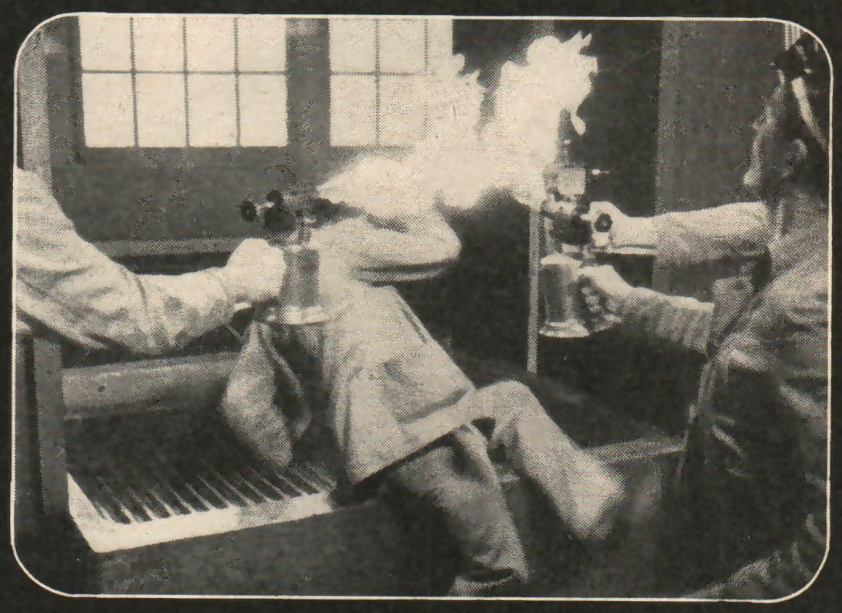
REG. U. S. PAT. OFF.

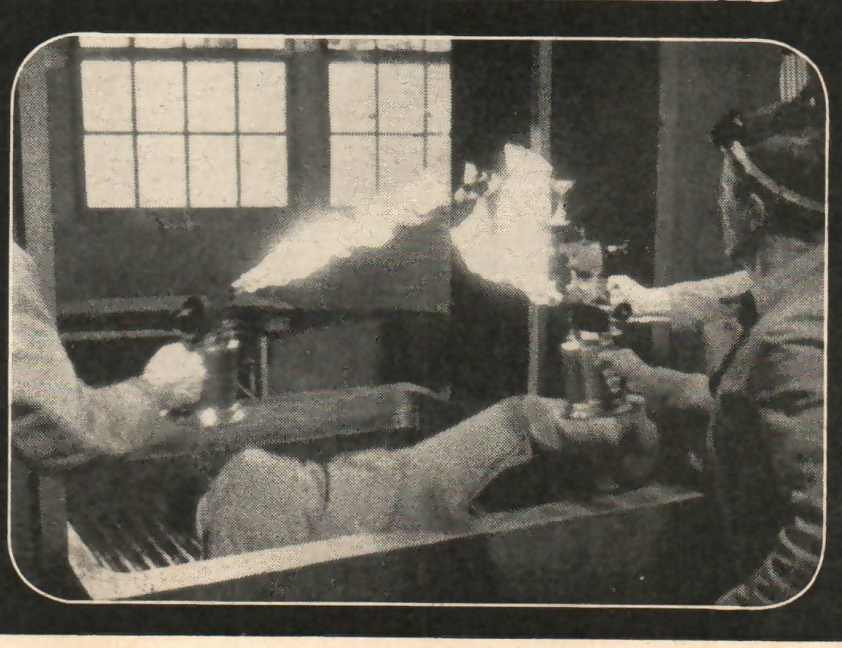
BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*




# HERE IS ITS MOST BRUTAL SCENE







**INFORMER DIES** when prisoners gang up on him in machine shop. With blowtorches they force him into a die stamper, which descends and crushes him to death. Guards are blandly told that the man has met with an accident.

## WHY IS BUDWEISER THE MOST POPULAR BEER THE WORLD HAS EVER KNOWN?

Where but in America could you find the wide variety of fine foods that add so much to our standard of living? Where but in Budweiser could you find the distinctive taste that brings out the flavor of fine food, yet never loses its own identity? It is the universal association of Budweiser with good living that makes it, even at its premium price, the most popular beer in history . . . year after year after year. Every sip tells you why.

**Budweiser**

TRADE MARK REG. U. S. PAT. OFF.

ANHEUSER-BUSCH . . . ST. LOUIS

IT LIVES WITH
GOOD TASTE . . . *EVERYWHERE*

FIVE SECONDS AFTER THE ABLE DAY BOMB IS SET OFF, FIERY COLUMN LIGHTS UP SEA AND SHIPS. A DOUGHNUT-SHAPED CLOUD HURTLES FROM FIREBALL

# WHAT SCIENCE LEARNED AT BIKINI

## LATEST REPORT ON THE RESULTS

It is a year since the fourth and fifth and possibly the last atomic bombs were set off at Bikini. Fourteen of the 97 expendable ships which were targets for the bombs are sunk in Bikini's deserted lagoon. The rest are at Kwajalein, Pearl Harbor and Pacific coast Navy yards, many of them still too radioactive for crews to remain aboard. For a year the scientists who went to Bikini have tabulated their instrument readings and studied the animals which survived the bombs. Their work is still incomplete but the pictures on these pages, made during the Bikini tests, show what they tried to find out. All of the pictures, with the

BAKER DAY BOMB HURLED SHAFT OF WATER STRAIGHT UP AND CLOUD OF SPRAY OUT FROM BASE. "ARKANSAS" AND "SARATOGA" ARE ALREADY BURIED

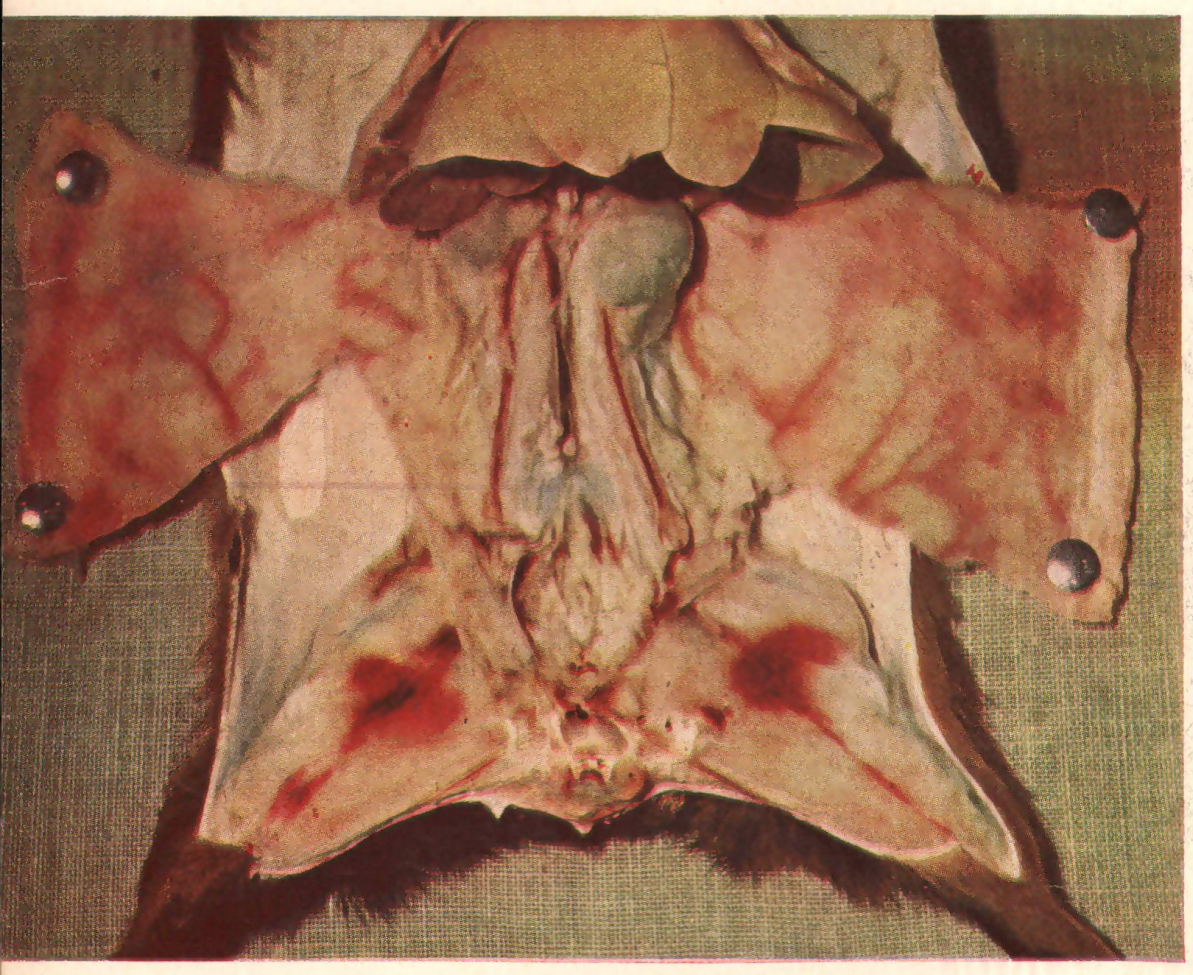
exception of the two impressive Army Air Forces photographs above, were made by LIFE's F. W. Goro, who went with Operation Crossroads as an official photographer.

Test Able (*opposite page*) began at 34 seconds past 9 a.m. on July 1, 1946. The bomb, dropped from the B-29 *Dave's Dream*, was aimed for a point a few hundred feet above the red-painted battleship *Nevada*. Actually it exploded 1,500 to 2,000 feet away, between the aircraft carrier *Independence* and the Japanese cruiser *Sakawa*. Beneath zero point the huge wind of the blast pushed the water down several feet. Two miles away one ship freakishly burst into flame. Five ships were sunk and three badly damaged.

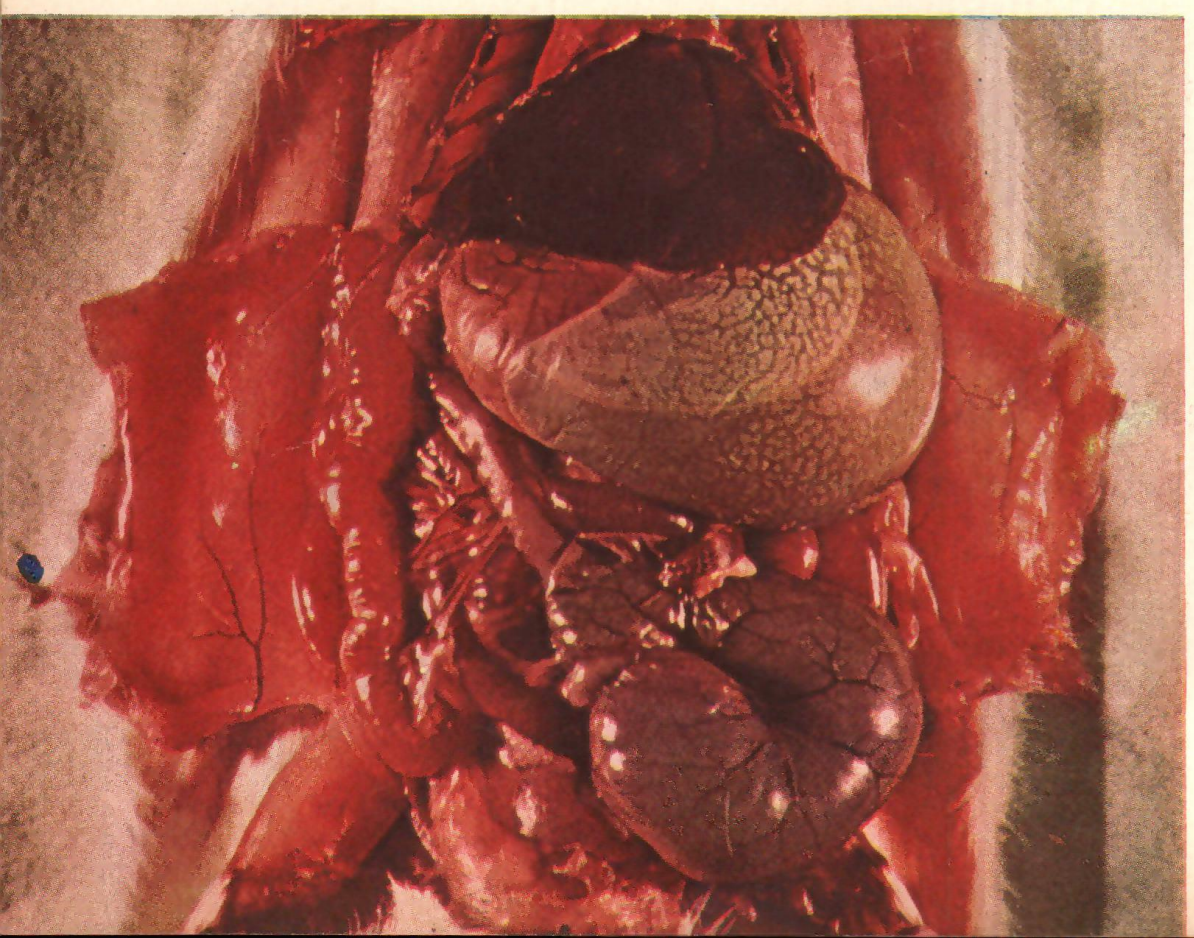
Test Baker (*above*) was set for 8:35 a.m. on July 25, the bomb suspended in the water below the LSM-60. At the instant of detonation a great luminous dome welled up from the lagoon, the LSM-60 perched jauntily on top of it. A pillar of water rose a mile in the air and a billowing cloud rushed out from its base, drenching all but a few of the ships with a poisonous radioactive spray. Nine ships were sunk and eight seriously damaged.

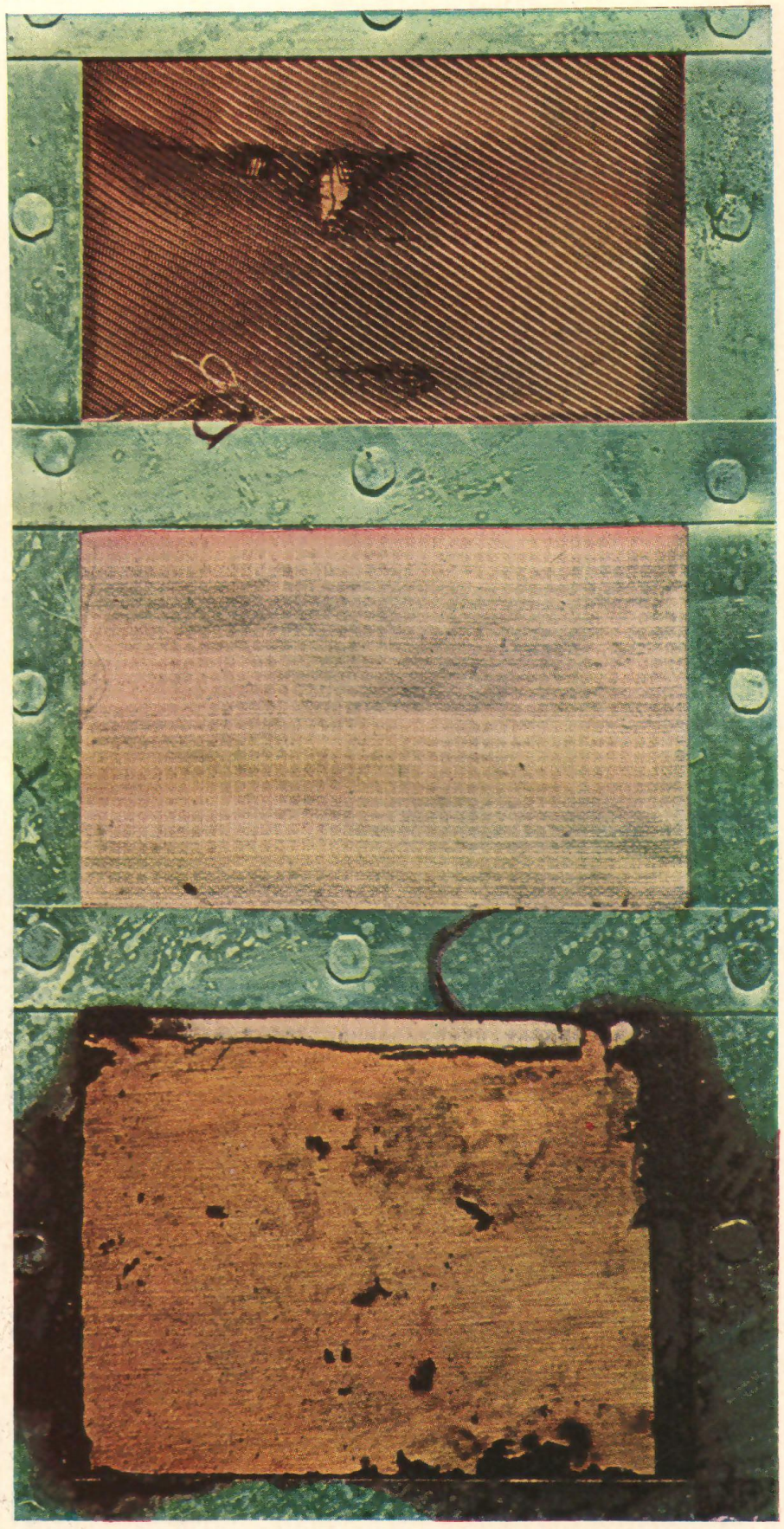
What did the Able and Baker tests prove? No one has doubted that atomic bombs would be effective against ships. The question was exactly how effective. The Able Day bomb, the observations showed, sank or seriously damaged all ships within 1,000 yards. At Test Baker the results were not so easily measured. As expected, the hulls of ships near the bomb were ruptured as they would have been by a monstrous depth charge. But the huge wave of radioactive spray which shot out from the base of the water column demonstrated a terrifying new possibility of atomic warfare. If all the ships at Bikini had been fully manned, the Baker Day bomb would have killed 35,000 crewmen. If such a bomb were dropped below New York's Battery in a stiff south wind, 2 million people would die.

**BRAIN OF GOAT 119** shows enlarged blood vessels of radiation sickness. On Able Day, Goat 119 was tethered inside a 5-inch gun turret on the *Nevada*, some 2,000 feet from zero point. Although it had been shielded by armor plate, it died after four days.

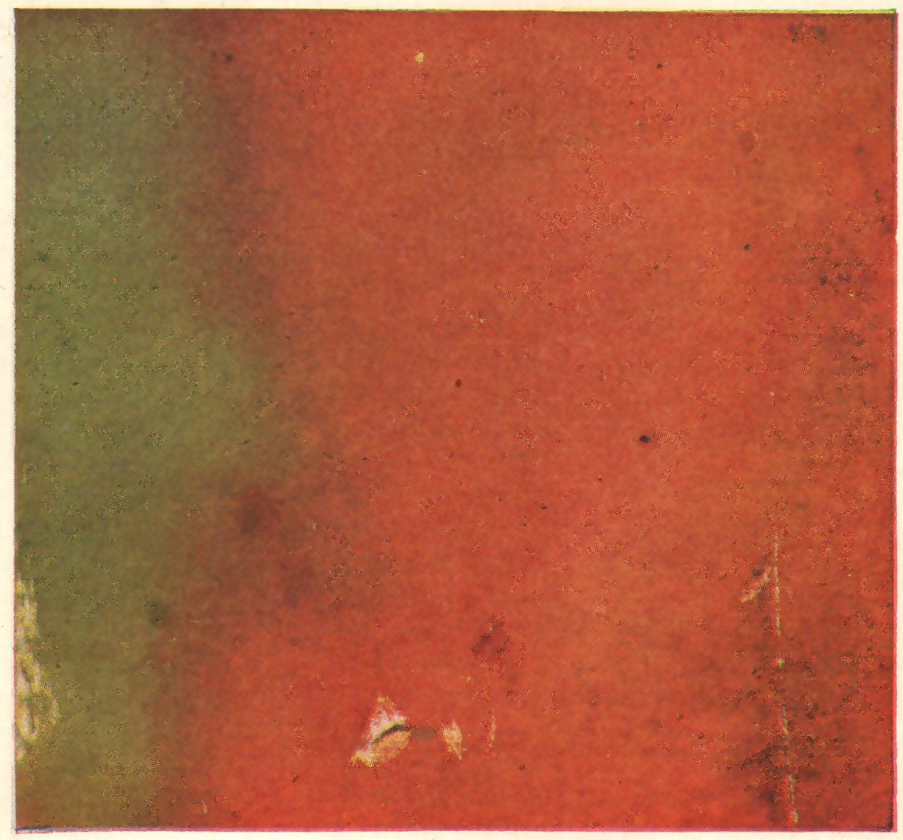


**GUINEA PIG 38** died of radiation sickness 23 days after Test Able. Autopsy shows the same enlarged blood vessels and hemorrhages in the guinea pig's muscles. Below: a rat exposed to radiation has an enlarged stomach (*center*) and atrophied liver (*top*).

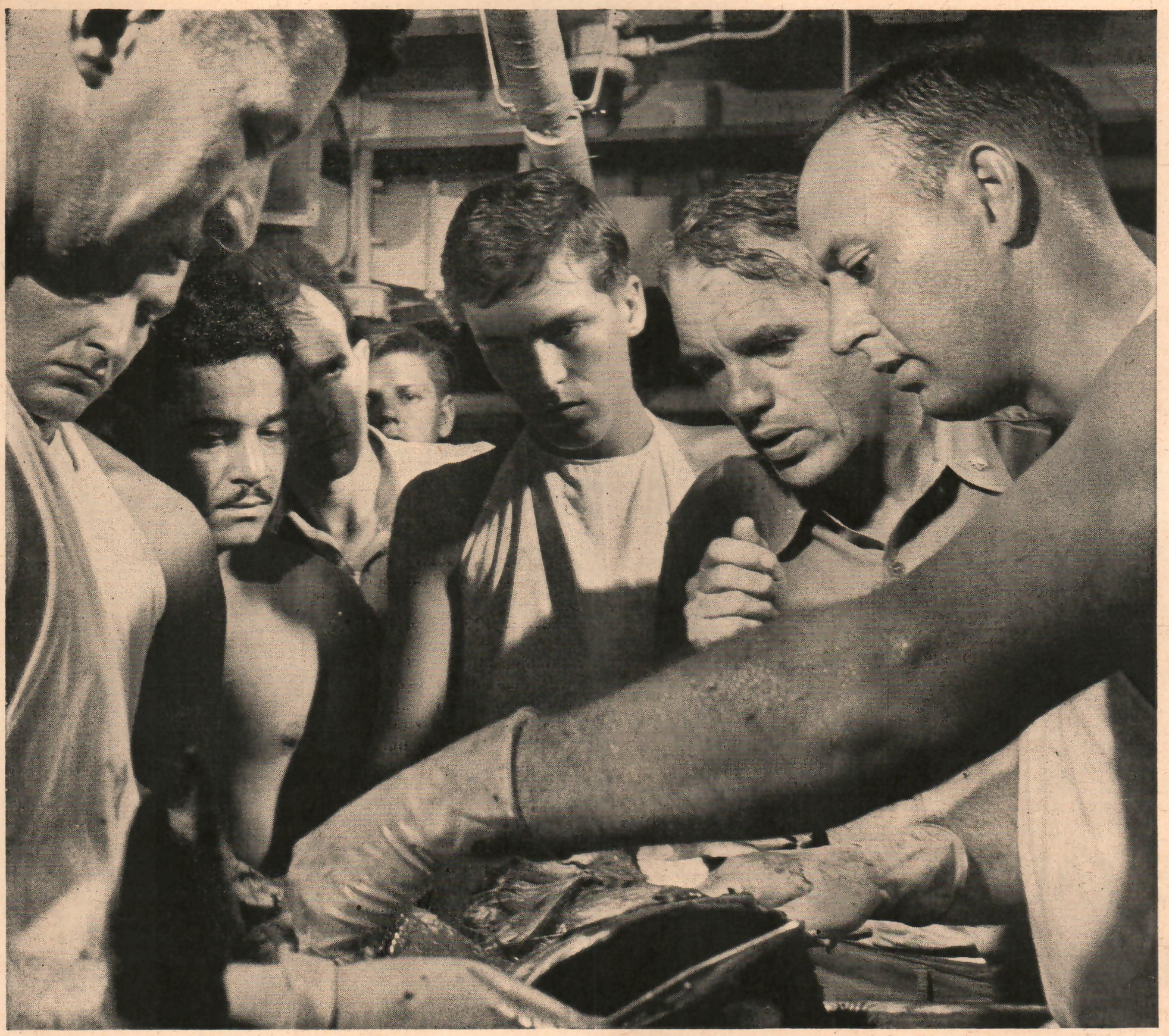




**FABRICS** exposed on Able Day show effects of bomb's heat radiation. White cloth reflected heat. Tan cloth (*top*) was singed. Black cloth was burned away.



**SPECIAL PAPER** measured temperature of Able Day bomb flash. At certain temperature paper turns from green to orange. Green at left was in shadow.

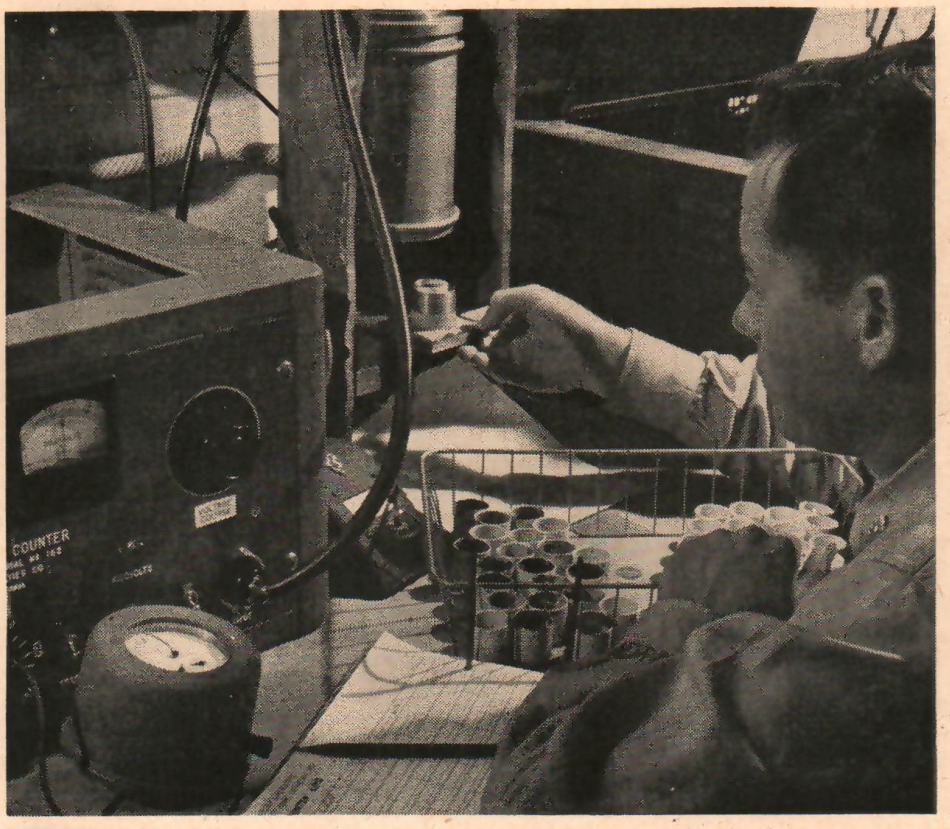


**FIRST AUTOPSY** after Able Day is performed on *USS Burleson* as doctors look on in anticipation. Captain Shields Warren (*second from right*) and others observe while Commander John L. Tullis operates. Animal was Goat 53, exposed on the deck of the *Nevada*. It died of radiation sickness and blast effects after two days.

# ANIMALS TESTED BOMB'S EFFECTS

When the bombs were set off at Bikini, the target ships were populated with oblivious crews of laboratory animals. On Able Day the ships bore 3,030 rats, 176 goats, 147 pigs, 109 mice and 57 guinea pigs, distributed about decks, cabins, pilothouses, engine rooms and gun turrets. From these Bikini's men of science sought to obtain more of the endless detail which is needed to comprehend the effectiveness of the atomic bomb and to estimate its possible effect on the crews of ships.

As expected, some of the animals were killed outright by the heat and blast of the Able Day bomb. Others died later from the various effects of the bomb's radiation: shock, internal hemorrhage and infections following the destruction of white blood cells. About half of the animals survived (*next page*) to be brought back to U.S. laboratories for further study. The Baker Day bomb produced no such moderate casualty list. Of the larger laboratory animals only 20 pigs were exposed in two shipboard operating rooms. Partially shielded from the bomb's first shower of radiation, they were subjected to a slow cooking from the tons of radioactive water which soaked the ships. At the end of 14 days all of the Test Baker pigs were dead.




**BONES OF ANIMALS** which died after Able Day are burned to ashes and put in Geiger counter. Radiation of the bomb induced slight radioactivity in the bones.

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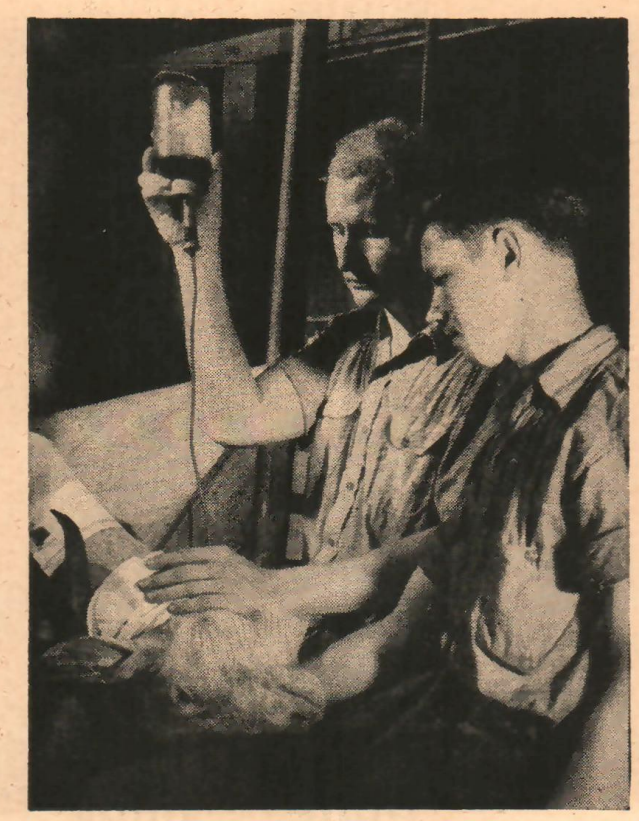
JUST BEFORE ABLE DAY GOATS AND CAGED RATS ARE LINED UP ON "SALT LAKE CITY." BOMB EXPLODED TO LEFT OF CARRIER "INDEPENDENCE" (REAR)

# SMALL HERD OF ANIMALS CAME BACK

The newspaper heroine of Bikini tests was Pig 311, championed as the little animal that defied the big explosion. Before Able Day, Pig 311 was locked in an officers' toilet aboard the Japanese cruiser *Sakawa*. After the *Sakawa* had been sunk she was found swimming gamely in the lagoon. Later she was brought back to the Naval Medical Research Institute in Bethesda, Md. to be studied with the other animals.

These survivors of Bikini are still under examination at Bethesda and other laboratories. In Washington's National Institute of Health mice which have a tendency to develop cancer have been bred to determine what effect exposure to the radiation of the Bikini bomb may have had on their hereditary susceptibility. The animals have been solicitously attended. Goats about to die of radiation sickness were administered penicillin and blood transfusions (*below, center*). By keeping their animals alive, the Navy researchers hope to observe the delayed effects of radiation such as cancer and leukemia.

**SURVIVOR** of Able Day, Goat 63 is taken from gun turret of the *Salt Lake City*. Goat 63 is still alive.



**BLOOD TRANSFUSION** is given to Goat 156, 20 days after first test. Goat 156 is now alive at Bethesda.

**FAMOUS PIG 311,** only survivor of *Sakawa*, has her pulse taken after rescue from the Bikini lagoon.

**PIG 311 A YEAR LATER,** in her pen at Bethesda's Naval Medical Research Institute, has grown from a piglet to a 350-pound sow. Periodic blood counts of the pig are taken to see if there was any damage done by radiation. Unsuccessful attempts to breed her indicate bomb may have made Pig 311 sterile.

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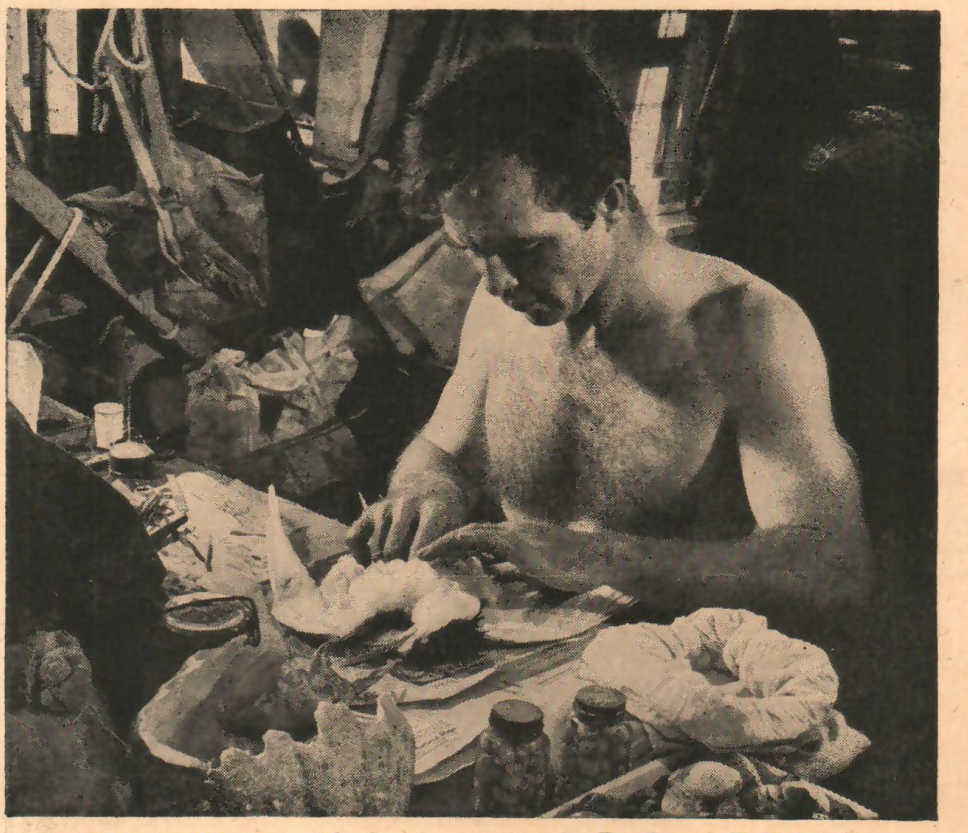
**FISHES ARE MEASURED** by Drs. Leonard P. Schultz (*left*) and Earl S. Herald. Some 50,000 fish were pickled and sent to National Museum in Washington. By measuring fishes in lagoon a year later, second expedition can tell if they are old or young and thereby determine how many of each species were killed by bombs.

# EXPEDITION CLASSIFIED ATOLL LIFE

Among the specialized groups which went to Bikini was the biggest expedition ever to study a section of land and sea. Headed by Commander Roger Revelle, the oceanographers mapped Bikini's lagoon and made the most of a rare opportunity to survey the life of a Pacific atoll. When they left after Baker Day, the lagoon and its currents were better charted than most U.S. harbors. They had also completed a monumental study of Bikini's ecology, *i.e.*, the biological balance among its living things in their environment. With this information a later expedition could go back to Bikini and determine what the bombs had done to disturb the balance.

The second Bikini expedition is already at work making a detailed repetition of the original census. One of its projects is the classical scientific problem of how atolls are made. Last year's expedition learned in recording echoes from depth charges that Bikini is constructed on three great strata. This year's expedition is drilling down 2,000 feet to identify each of them.

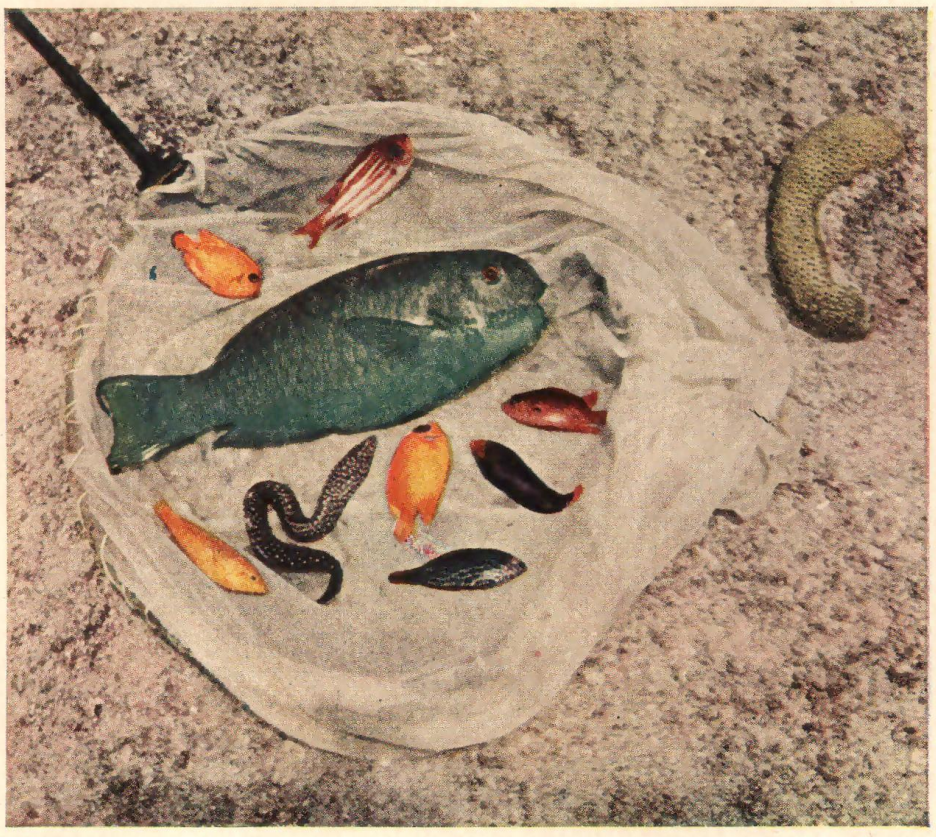
**A BIKINI TERN** is tested by Geiger counter after Baker Day test. The bird was found to be slightly radioactive from landing in the contaminated water of lagoon.



**A BIRD IS STUFFED** with absorbent cotton by Dr. Joseph P. E. Morrison. A crack shot, Morrison got large number of birds for National Museum's collection.

**WATER IS DYED GREEN** by Oceanographer Thomas S. Austin to determine how fast it flows over a section of coral reef. By measuring the rate of flow and the amount of oxygen contained in the water, the oceanographers were able to estimate how fast the reefs grow. The reef above grows 3 to 6 feet in 1,000 years.

**FISHES ARE NETTED** during reef census. Spotted specimen at bottom is a butterfly fish. At right is a worm eel, which burrows holes in sand with its tail.



**BRILLIANT SPECIES** are a parrot fish (*large fish in center*), a yellow wrasse (*bottom left*) and two yellow damsel fish. Coiled at the bottom is a moray eel.

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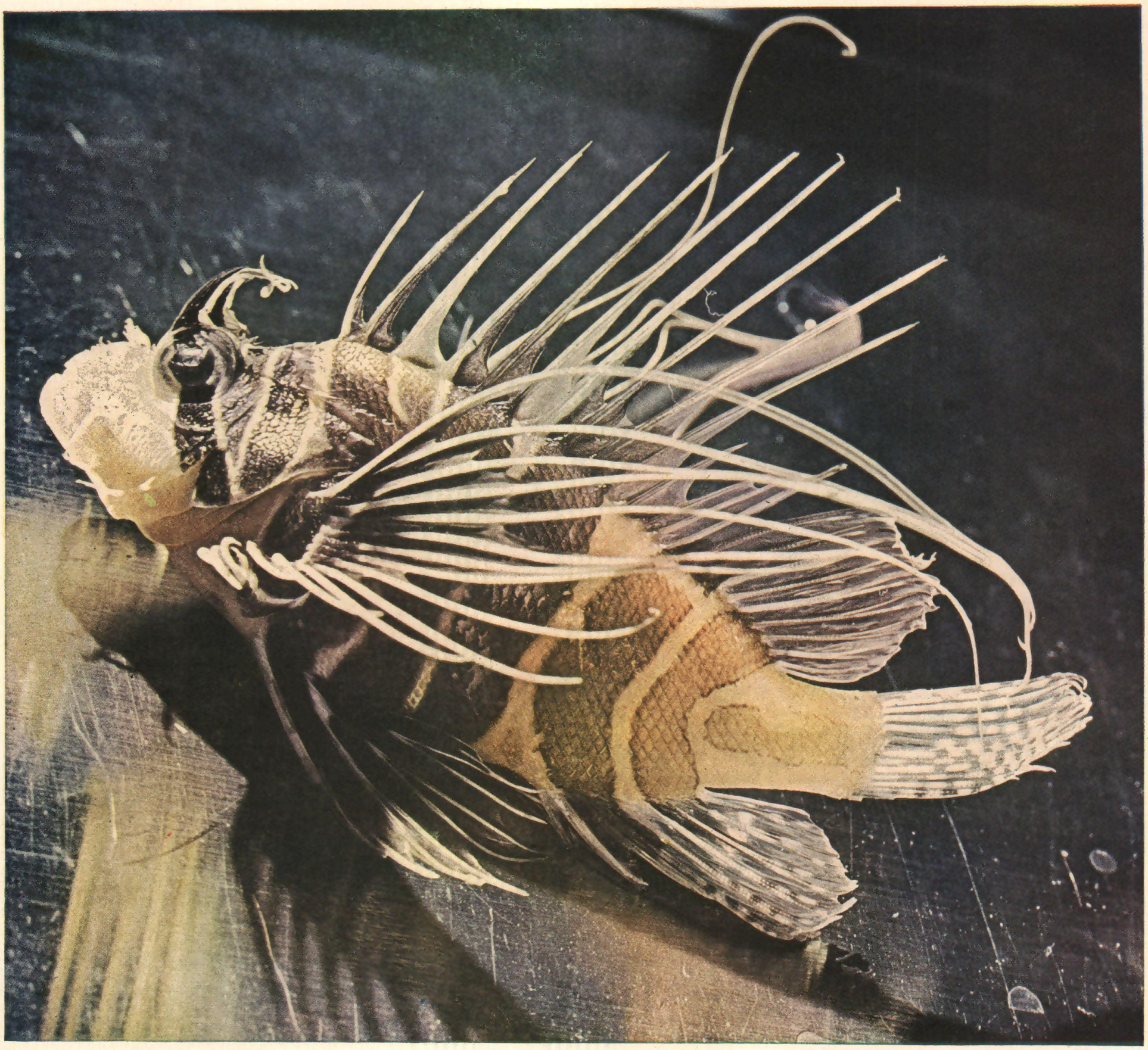
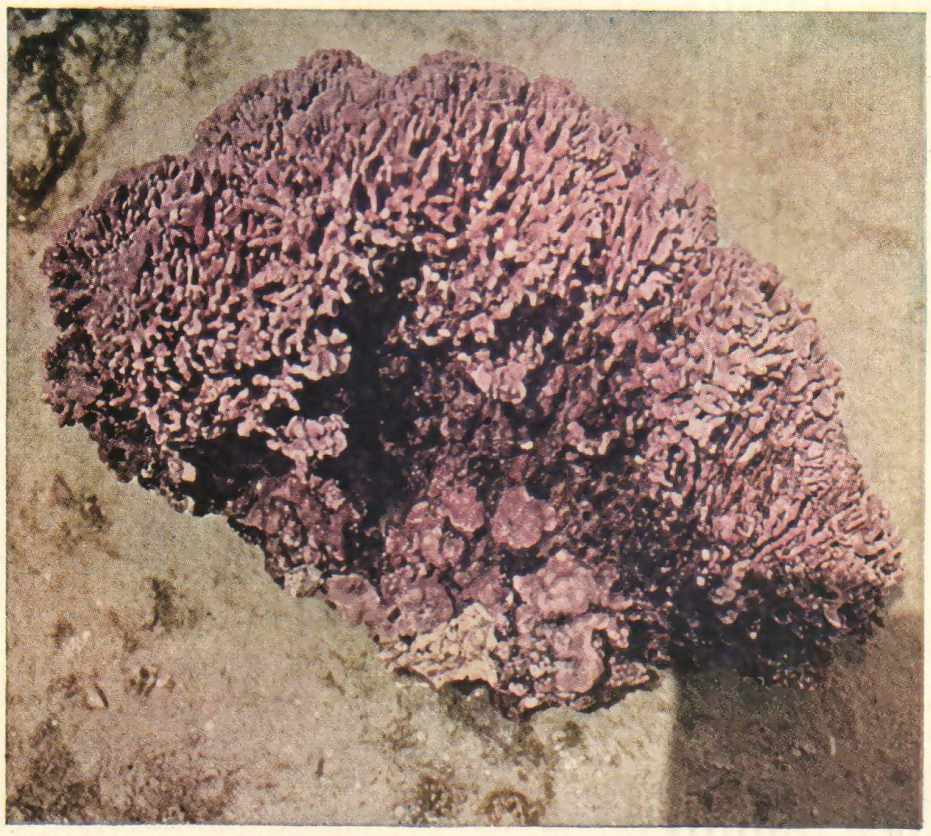
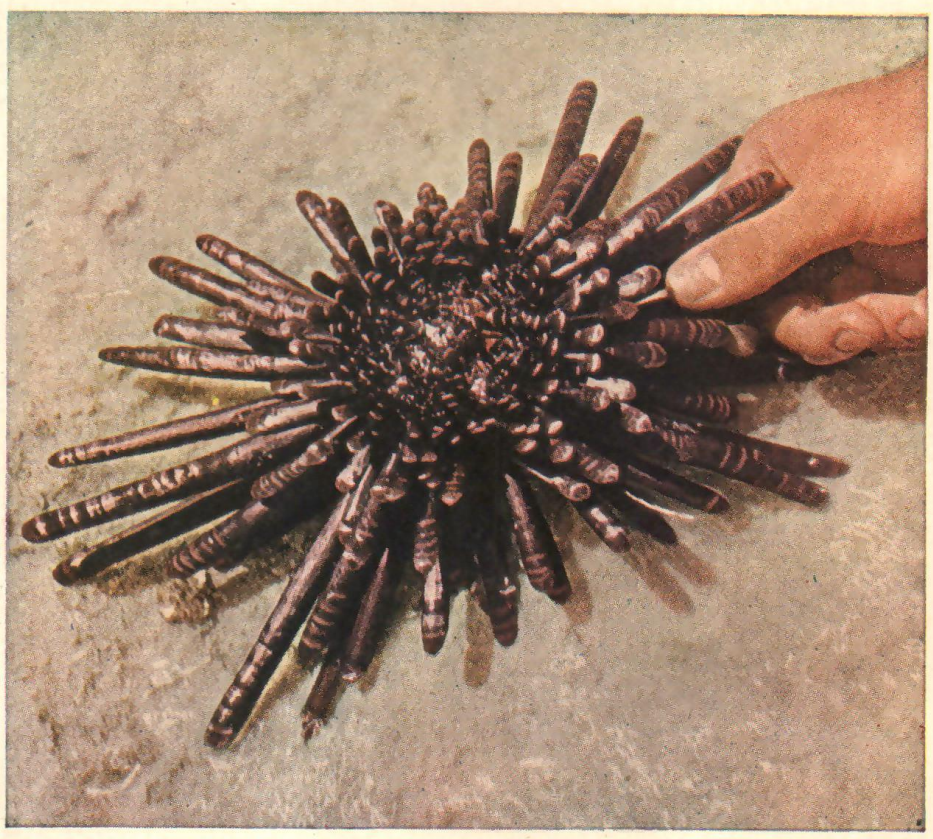


**STRIPED TIGER FISH,** a slow-swimming inhabitant of the Bikini reefs, has long spines for protection against its faster enemies. Each of the spines is grooved and filled with a powerful venom. Tiger fish hides in the Bikini coral or under stones, lurching out clumsily to attack other fish as they swim by.



**PINK ALGAE** manufacture pink reefs on Bikini's seaward side. The alga is a single-celled plant which surrounds itself with a skeleton of calcium carbonate.



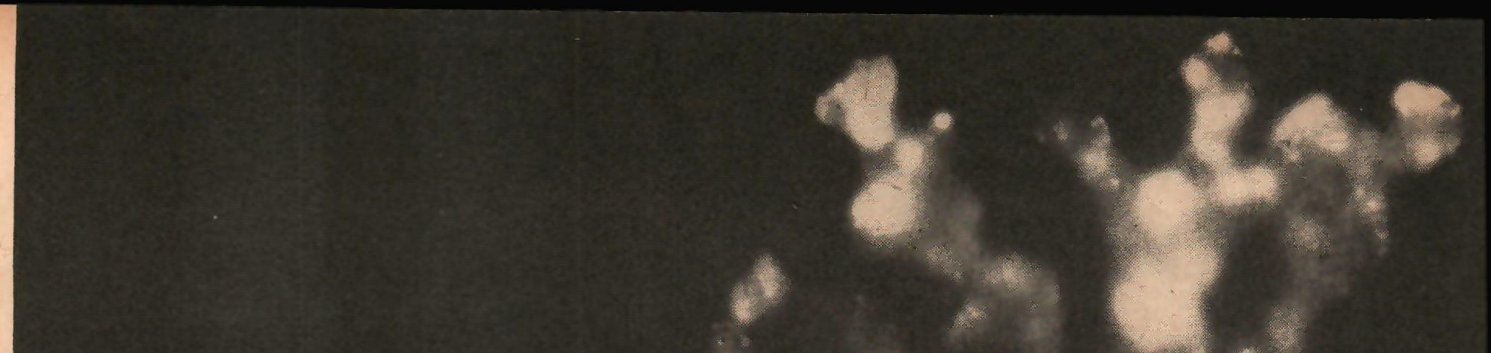
**GIANT SEA URCHIN** lives among the pink algae (*left*) which make the Bikini reefs. This species fastens itself to reef by setting its long spines in the cracks.

COPEPODS ARE A SPECIES OF BIKINI PLANKTON

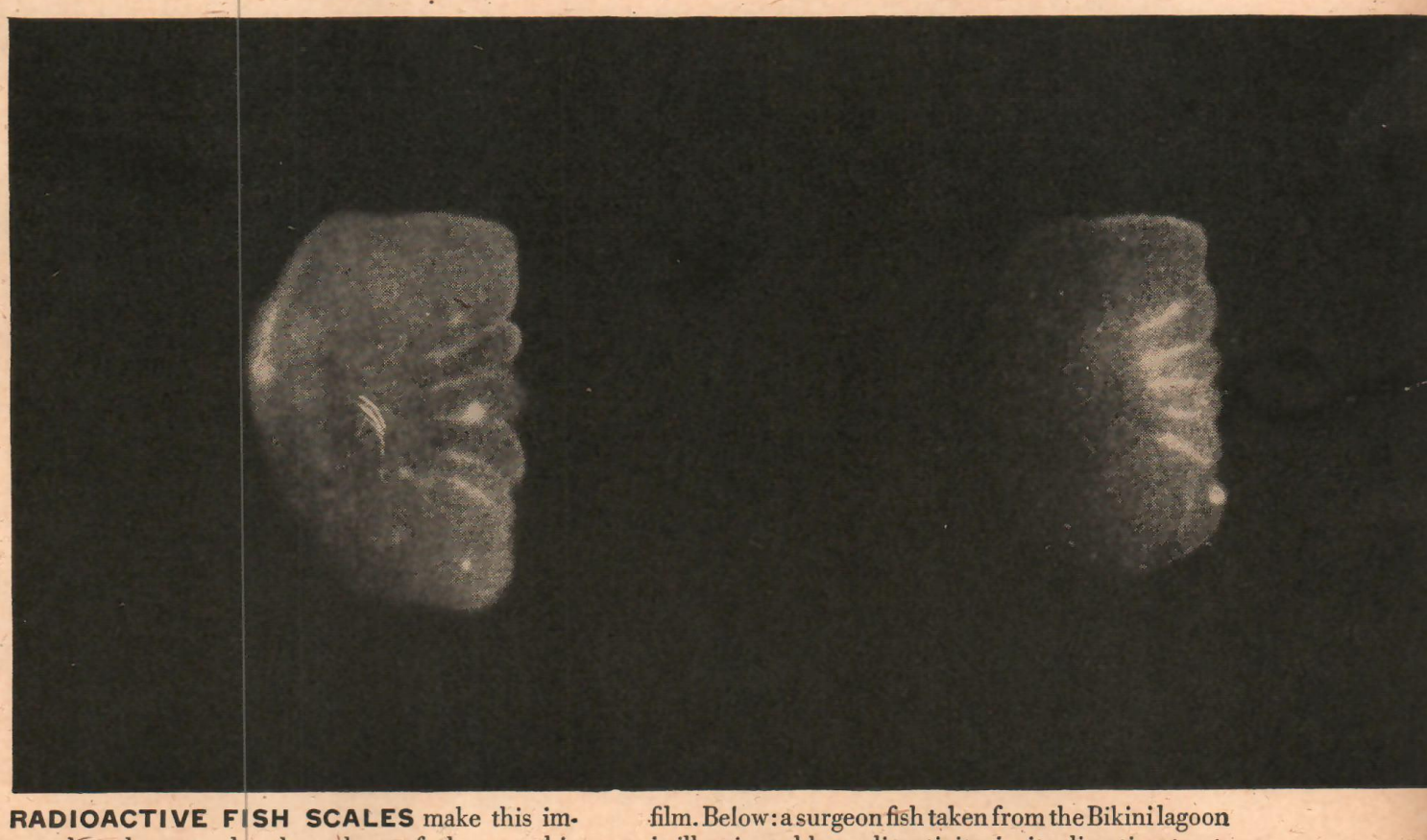
# FISHES ATE RADIOACTIVE MARINE LIFE

After Baker Day radioactive elements spread pervasively through Bikini's broad lagoon. Taken up by microscopic plant and animal plankton, they entered the perpetual cycle of the atoll's life. Little fish ate the plankton and were eaten by bigger fish. If the fishing people of Bikini had not been evacuated before the tests, radioactive elements would have found their way into the bodies of human beings. Exposed to photographic negatives (*right*), the marine life of Bikini proved the awful ubiquity of radioactive elements when they are released in large quantity. The entire expanse of Bikini's lagoon and beaches had been made faintly radioactive. Ocean currents and tropical rains will slowly wash the radioactivity into the Pacific, but Bikini is still too contaminated for its original inhabitants and their King Juda to return.

**RADIOACTIVE FISH** is put in a lead-shielded Geiger counter. A stop watch measures time of count.



**RADIOACTIVE ALGAE** look like luminous moss when they are exposed to a photographic film. Like light, radiation from algae blackens negative. Print then makes black areas of negative appear luminous.



**RADIOACTIVE FISH SCALES** make this image when they are placed on sheet of photographic film. Below: a surgeon fish taken from the Bikini lagoon is illuminated by radioactivity in its digestive tract.

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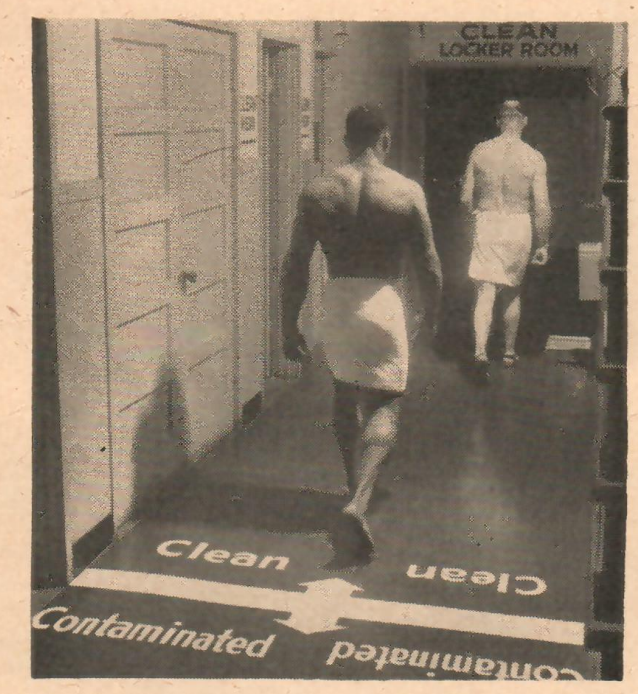
FLIGHT DECK OF THE "INDEPENDENCE," NOW AT SAN FRANCISCO, WAS BUCKLED BY ABLE BOMB. BAKER BOMB CONTAMINATED SHIP WITH RADIOACTIVITY

# AFTER YEAR SHIPS ARE RADIOACTIVE

The ships which were lined up in Bikini's lagoon on Baker Day are still under observation. Twelve of them have been brought across the Pacific to Navy yards in San Francisco and Puget Sound. Some of the ships which were showered by the deadly radioactive spray of Baker Day are still too poisonous for anyone to stay on them longer than eight hours. Most of the radioactive fission products from the bomb have been deposited on the outside surfaces of the ships, so the Navy is experimenting with scrubbing them down with sandblasting and acid. The difficulties which attend this work are a small-scale forecast of the naval problems in an atomic war. At the end of each work period the men who have been on the ships must bathe and be inspected with Geiger counters to make certain they have not carried away traces of radioactive dirt. These constant precautions emphasize the fact that radioactive elements generated by atomic bombs are a subtle hazard which is even more dangerous than large-scale destruction.




**NAVY WORKERS** in San Francisco cross boundary line after scrubbing away possible radioactive dirt.

**PAINT IS SCRAPED** from a bulkhead aboard the transport *Crittenden* to be analyzed for radioactivity.

**SANDBLASTING** takes off radioactive paint on the side of a submarine exposed during Baker test.

ON SUBMARINE THAT IS STILL "HOT"
NAVY WORKMEN IN HOODS SPRAY ACID
TO REMOVE THE RADIOACTIVE PAINT

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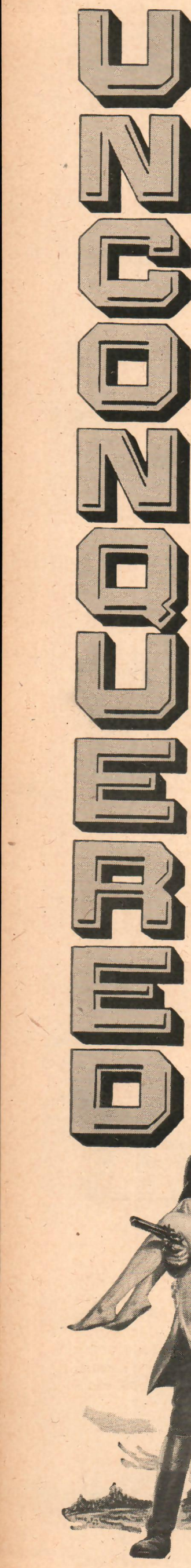


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Gary Cooper and Paulette Goddard in Cecil B. DeMille's "Unconquered" In Technicolor With a Cast Of Thousands

**DR. WARREN** went to Bikini as a colonel assigned to the Army's Manhattan District. On the wall behind him is a relief model of Bikini and its lagoon.

# CONCLUSIONS

## TESTS PROVED IRRESISTIBLE SPREAD OF RADIOACTIVITY

### BY DR. STAFFORD L. WARREN

Dr. Stafford L. Warren is dean of the medical school in the University of California at Los Angeles. During and after the war he was in charge of protecting the personnel of the Manhattan District against the effects of radiation from atomic bombs and radioactive materials. As chief of radiological safety, Dr. Warren was present at the scene of the first atomic bomb test near Alamogordo, N. Mex. and at Bikini. He also led the first radiological survey parties into Hiroshima and Nagasaki.

THE development of atomic bombs has presented the world with a variety of formidable scientific, moral and political problems, nearly all of them still unsolved. One general question, however, has already been answered by the effects of the five bombs set off to date: is there any effective protection for people involved in an atomic war? Our experience at Bikini emphasizes the answer.

Atomic bombs cause damage by a number of massive effects. The first is an instantaneous shower of penetrating radiation. The second is a shock wave and blast of air which rush out from the point of explosion. The third is the release of great quantities of radioactive fission products. The bombs we have observed, however, have provided some conclusive information about the range and effectiveness of radiation produced by atomic bombs.

The first bomb, exploded on a tower in New Mexico, was close enough to the ground to contaminate a half-mile circle of desert with radioactivity. This was acutely dangerous at first and is still mildly active.

The two bombs used in combat, dropped from airplanes over Japan, exploded at a great distance from the ground. The Able Day bomb at Bikini was an approximate repetition of the Japanese blasts, set off under controlled experimental conditions. It confirmed most of our findings about the range of radiation in Hiroshima and Nagasaki. The gamma rays and neutrons emitted instantaneously in these air-drop explosions were enough to have killed or injured nearly everyone exposed within a radius of three quarters of a mile. It should be remembered, however, that this period of destruction was only momentary. Immediately afterward the radioactive elements produced by fission shot into the air with the speed of a rifle bullet and were dissipated by high winds. Neither of the

CONTINUED ON PAGE 88

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Miracle Adhesive—worked wonders in the war—it will work "miracles" in *your* home, too. Fastens things together you wouldn't believe possible. Nothing like Miracle. Get a tube today from your local dealer or chain store. Miracle Adhesives Corp., 801 Second Ave., New York 17, N.Y.

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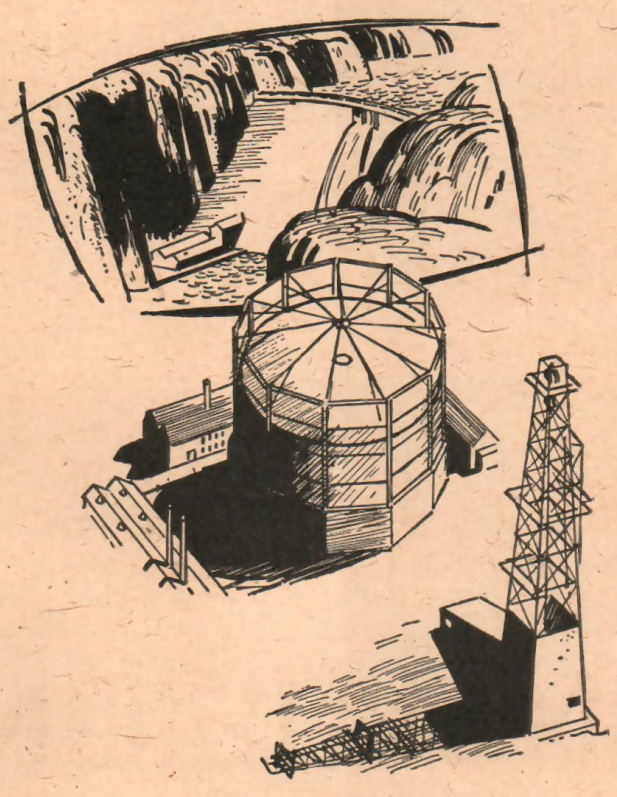
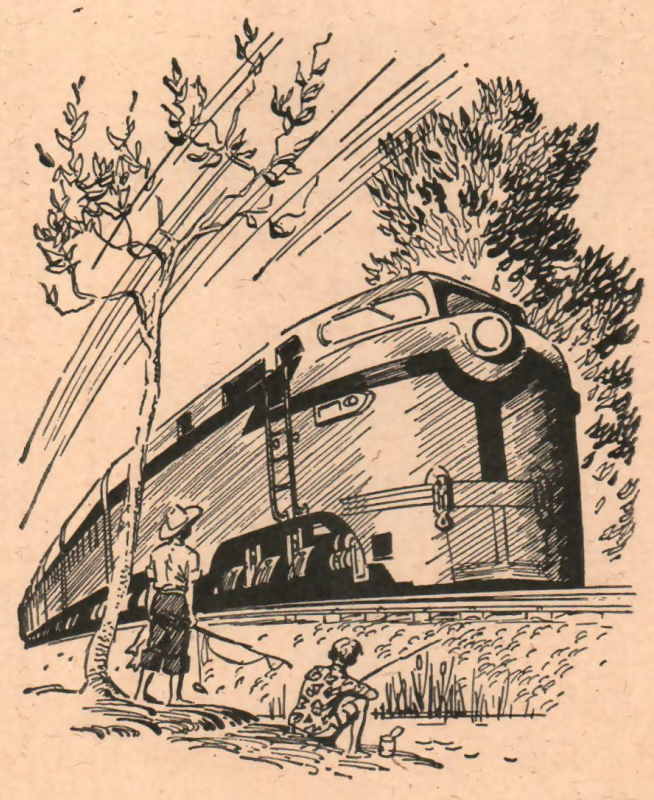
# "The Pacific Coast has its problems, too"

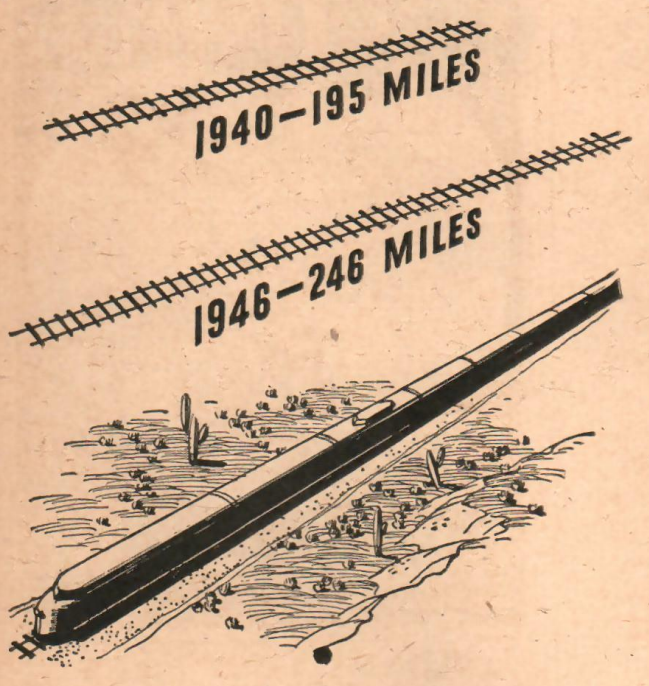
**1. Every time you** light the furnace, start your car, plug in the vacuum cleaner or step into an elevator, you consume energy. And since this energy furnishes heat and power that would otherwise have to come out of your own heart and muscles, the energy a people consume is pretty important.



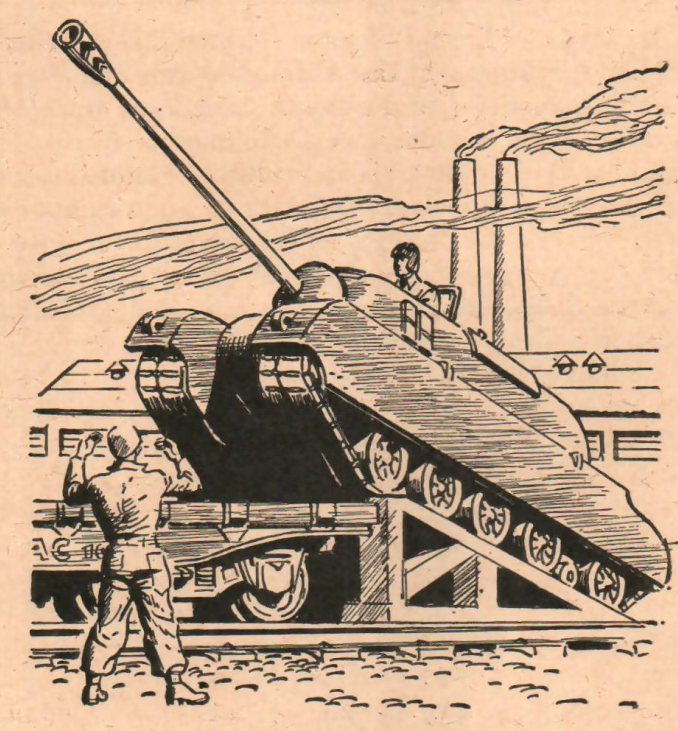
**2. On the Pacific Coast** our three primary sources of energy are hydroelectric power, natural gas and petroleum. During 1940, the people of Washington, Oregon and California consumed more than 1 quadrillion, 46 trillion, 396 billion B.T.U.'s of energy from these three sources.



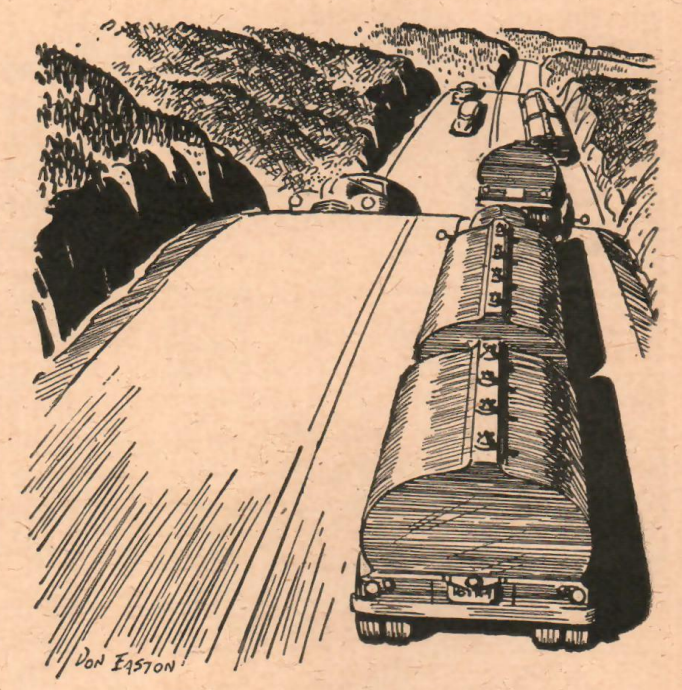
**3. That means the average** Pacific Coast person consumed enough energy in one form or another during 1940 to move a 15-car streamlined Diesel passenger train 195 miles. That's quite a bit of energy. But look what's happened since. By 1946 we had more tools to help us work—more money to help us live.




**4. As a result,** the average Pacific Coast person in 1946 consumed enough energy to move that same train 246 miles—an increase of 26%. On top of this, our *population* increased 30%. So *more* people, each using *more* energy, increased our total consumption 64%! If times had been normal, we could have built facilities to meet this demand.



**5. But during the war,** very little new construction on hydroelectric plants, steam plants, pipe lines, etc., was allowed. Consequently the Western oil industry has had to produce more petroleum *this year* than during *the peak years of the war*. And the Western utility companies have been scraping the bottom of the barrel.




**6. So far, we've made out.** In fact, we've increased the energy output on the Coast over 64% in 7 years—largely because our free, competitive American system has given all of us the *incentive* to increase that output. But our situation is typical of dislocations brought on all over this country by the war. These dislocations are no one's fault. But it is going to take the American people some time and some patience to work them out.

## UNION OIL COMPANY

### OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

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AMERICA'S *FIFTH* FREEDOM IS FREE ENTERPRISE

bombs exploded in Japan left any long-lived radioactive contamination in the ground. Some of the salt in the sea water beneath the Bikini bomb was also made radioactive by neutrons and splashed on the target ships. It became relatively harmless the day afterward.

The second Bikini bomb demonstrated an entirely new danger of atomic warfare. Released under water, the products of fission could not escape harmlessly into the air. Instead they were intimately mixed with sea water. Poisonous radioactive spray fell back on the target ships or floated downwind.

Within an hour after the Baker Day explosion radiological safety monitors pushed off toward the Bikini lagoon. Their Geiger counters recorded a solid wall of contamination. Although ships loaded with precious recording instruments were sinking, salvage crews could not go near them. Radio-controlled boats were sent into the lagoon to pick up water samples. Survey planes measured the radioactivity from above. By the second or third day brief trips could be made into the lagoon. After a week most of the ships could be boarded only for a few minutes at a time. A month passed before men could stay on some of the ships for more than an hour. Although the ships are less dangerous now, they will remain contaminated for years.

Three hundred men of the safety section lived and worked in the heavily contaminated area to protect some 42,000 other members of the Bikini expedition. Every group which entered the target area was accompanied by a safety monitor who determined how long it could stay. When a group returned the men bathed carefully and were tested with Geiger counters. If the counter indicated radioactive contamination, the men were sent back to bathe again. Occasionally when a man had taken off his protective gloves in a "hot" area, the safety section had to dissolve the outer layer of skin from his hands with acid. Clothes that were worn in the target area were often measured with Geiger counters and found too contaminated to clean. Hundreds of pairs of shoes and gloves and tons of other clothing were sunk a mile in the ocean because there was no other way to keep them permanently away from human beings.

### It penetrates every crevice

THE principal hazard the safety section guarded against in this period was the radiation from fission products which had penetrated every crevice of the target ships. If men had stayed too long in any of the "hot" areas on these ships, they would have later become weak and nauseated. They might have lived for a few days or weeks, only to die ultimately of acute anemia.

As the radioactivity of the fission products lessened, a more insidious hazard was discovered. The area of *slight* contamination was spreading outside the target area. The algae in the water, moreover, had absorbed radioactive particles and passed them on to little fish. These died at the end of the second week and were eaten by larger fish. These died in the third week, their decayed bodies passing the radioactivity back to the algae. When the algae collected on the bottoms of the expedition's supporting ships, the radioactivity was sometimes strong enough to be detected through the steel hulls. In some instances it became necessary to move bunks back from the hulls to protect the men who slept in them. When the salt-water lines inside the ships became contaminated we had to cut down working time in the engine rooms. Before the crews returned home, the safety section was monitoring almost every bite of food, every drink of water, every piece of laundry, the handrails of ships, the beaches where the men went swimming.

To the relief of the safety section, the task force pulled out of Bikini's contaminated waters three weeks after the Baker Day test. A few monitors and skeleton crews stayed behind to supervise the disposition of the contaminated ships. The deadly range of radioactive products from the atomic bomb had been clearly demonstrated under controlled conditions. The contamination of Bikini could have no serious consequences because the atoll is isolated from human habitation. The contaminated fish were not the migrating kind which could spread radioactivity to other islands. Most important, not one of the 42,000 men who went to Bikini had been detectably injured by radiation.

Some of us have reflected, however, what might have happened if Bikini had been a populous harbor with a wind blowing in from the sea. Fission products equivalent to tons of radium would have been spread over the city. Most of its people would have inevitably died. A smooth-working evacuation system might have saved a few of them, but no defense would have been effective. The only defense against atomic bombs still lies outside the scope of science. It is the prevention of atomic war.


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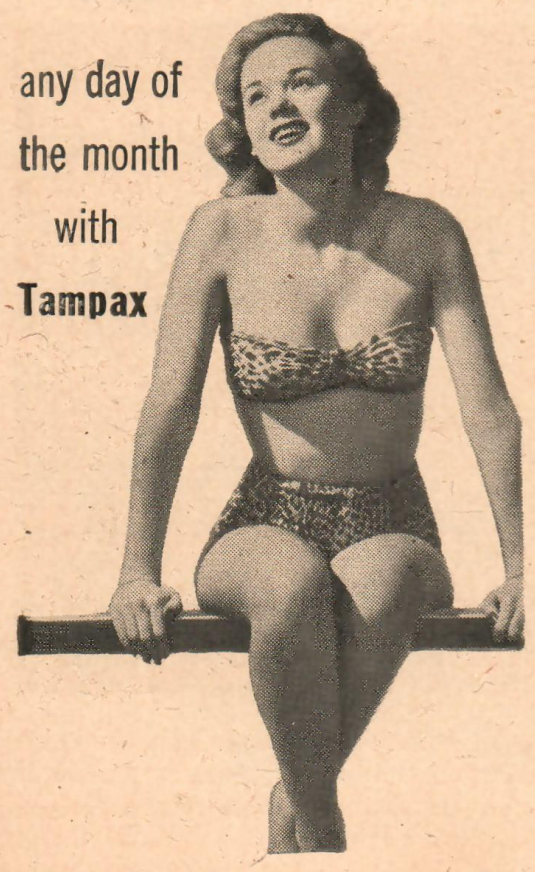

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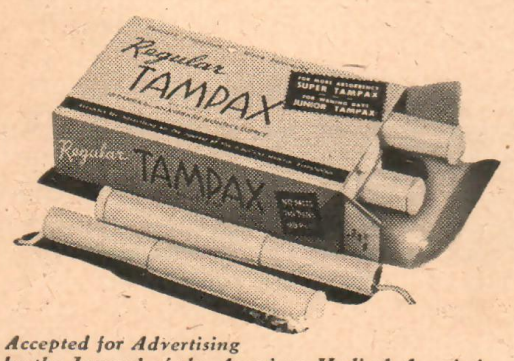


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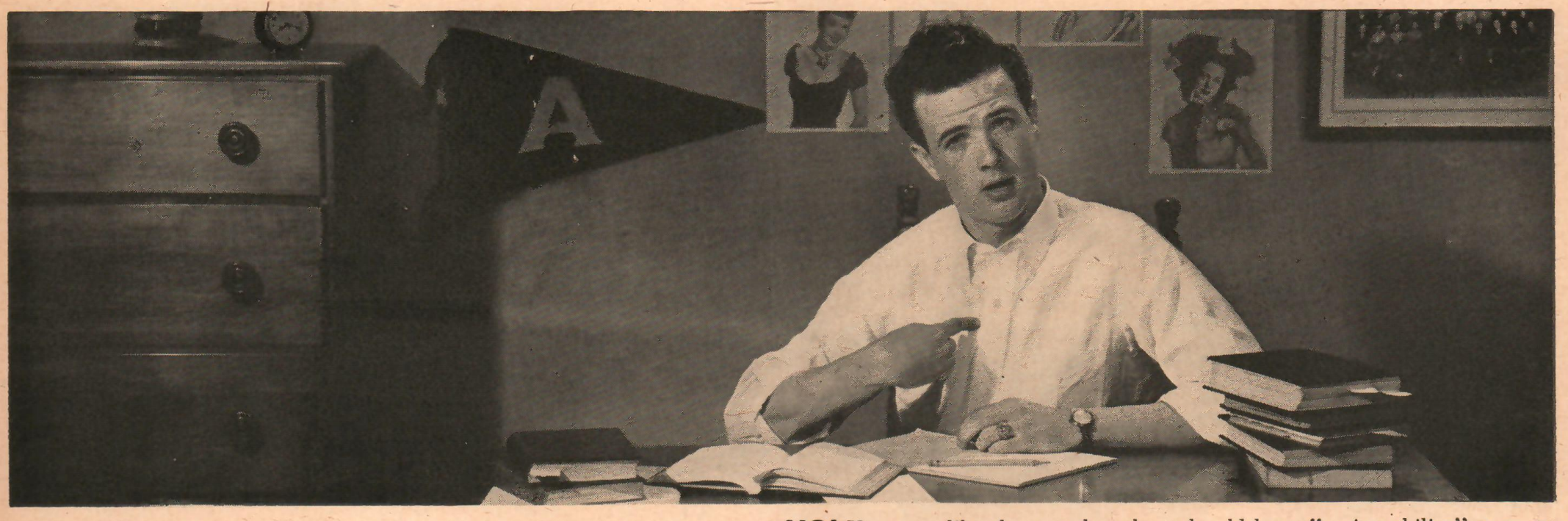
# Fallacies and Facts about Seeing

*"Are postal workers' eyes better than others?"*

**NO!** But the men who sort and deliver the mail learn through experience to read names and addresses much faster than the average person. The skill of these workers in rapid reading is one of the reasons why the United States Post Office gives us the speediest, most efficient mail service in the world. Postal employees owe their seeing ability not to "better eyes," but to their visual training and experience.




*"Will glasses alone improve my eyesight?"*

**NO!** You, too, like the postal worker, should have "seeing ability" to meet *your* visual requirements. You may not be able to achieve this unaided. The only way to make sure is to seek professional guidance. Glasses alone will not improve your visual skills. Important as glasses are, their aid to your visual comfort and efficiency depends upon the professional services and technical skills of your Ophthalmologist, Optometrist, Ophthalmic Dispenser (Optician).

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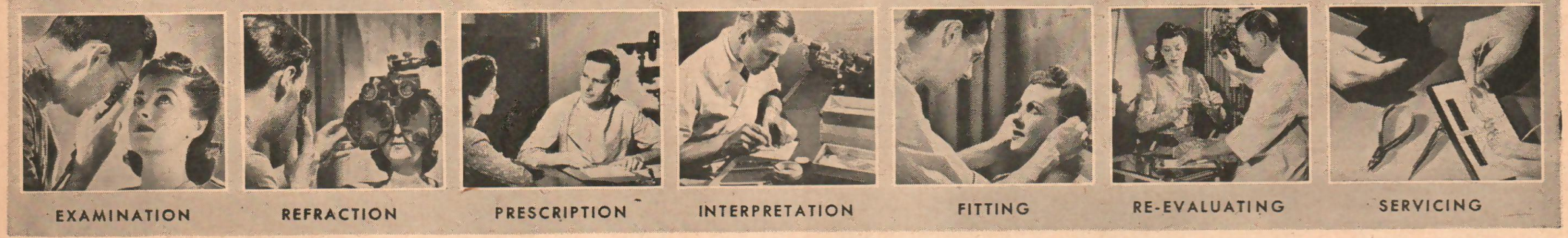


Professional services and technical skills such as these are essential aids to your seeing ability — your eye comfort, your visual efficiency. It is for these services and skills — not for glasses alone — that you pay a fee. "*Seek professional advice — not glasses at a price.*"

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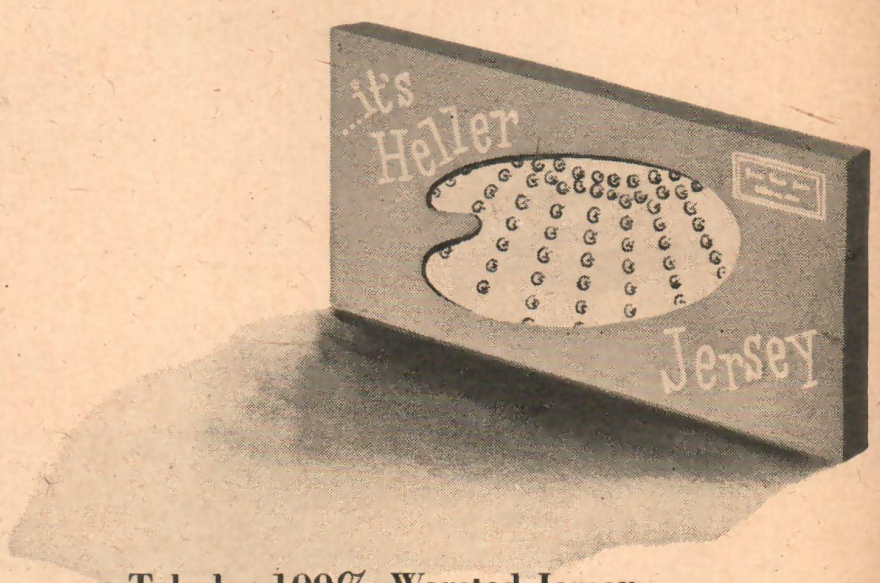


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SIX OF EXECUTIVE COMMITTEE MEET TO DISCUSS THE CLUB BUDGET AT HOME OF PRESIDENT INA BRADLEY (SEATED ON TABLE)

# A RARE WOMAN'S CLUB

## The ladies of Westport, Conn. like sidewalks and street signs better than teas

Westport, Conn., a town of 8,258 on Long Island Sound 45 miles from Manhattan, pleasantly combines the charm of New England and the up-to-date bustle of a commuting population. Like most U.S. towns Westport has its woman's club. But unlike many woman's clubs Westport's has little time for lectures, cards and teas, the traditional woman's club activities which have provided Cartoonist Helen Hokinson with a lucrative lifework. Its membership has worked to make Westport a better town rather than toying with culture by entertaining visiting literati and appointing committees to study delphinium-raising. Over the years the club has provided once somnolent Westport with its first street signs, public drinking fountains, garbage collections and rubbish cans, playgrounds, concrete sidewalks and all-night street illumination. It introduced hot lunches to the Westport schools and brought about the development of Compo Beach, where it provided life-saving equipment and helped buy a bathhouse pavilion. It has accomplished these things mainly through an annual fund-raising fair for which many of its members work hard, sometimes in costume like Mrs. Francesca Lodge (*left*). Profits from this year's fair, staged successfully last month, will finance the even more ambitious program on which the club is now embarked. The details appear on the next page.

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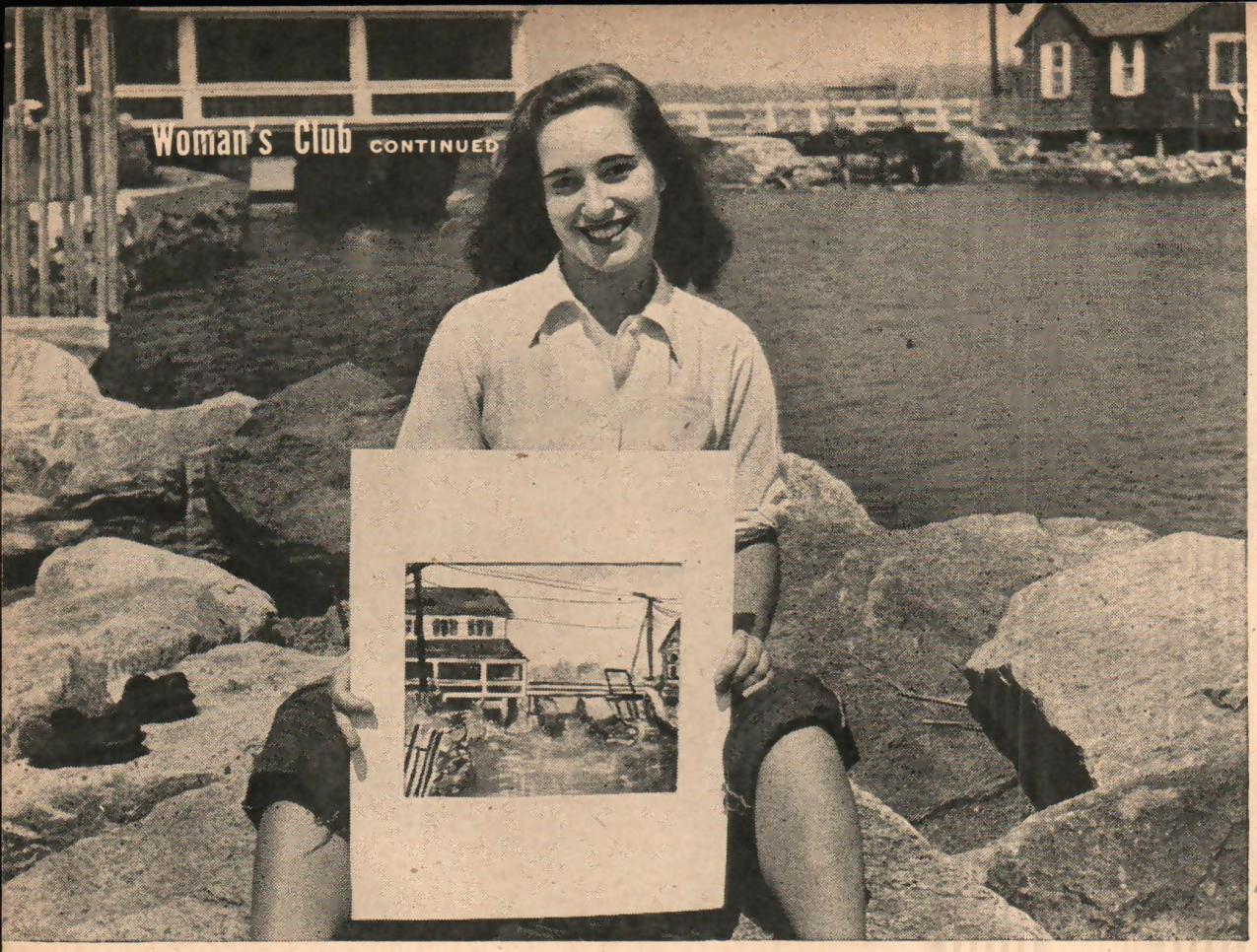
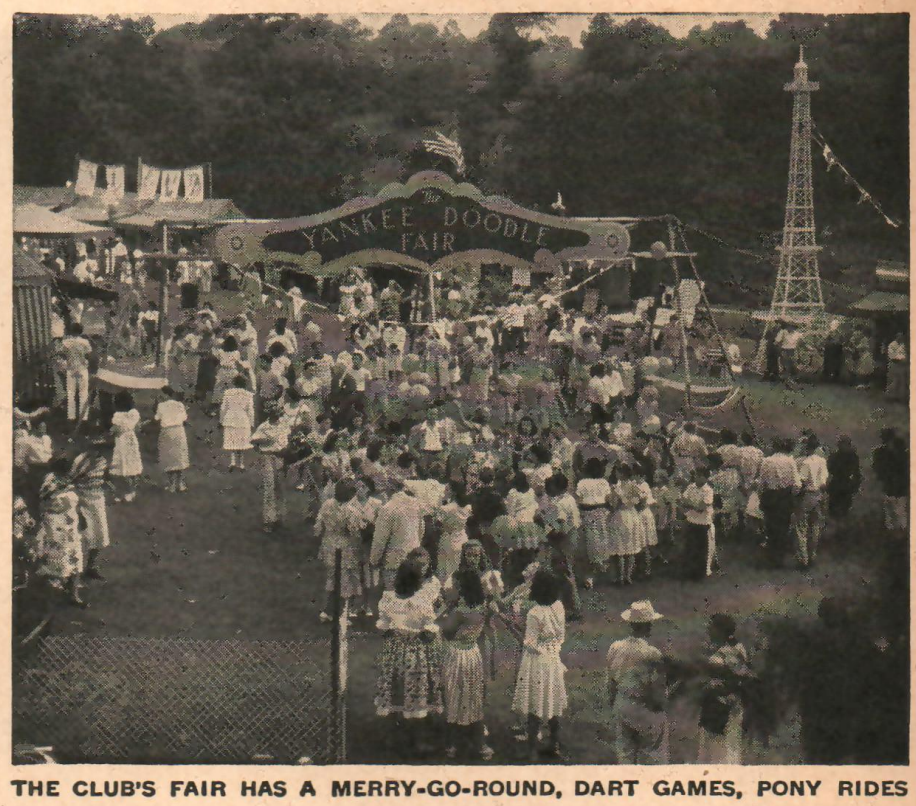


**SCHOLARSHIP PROGRAM** of the club provides $300 for promising young artists to continue study, $300 for musicians and $500 for high-school students with good scholastic records. This year's winner of art award was Ann Jones, 18 (*above*), who will enter design school this fall.

**NURSING PROGRAM** provides visiting nurses for Westport homes that need them. Above: Nurse Hazel Rosenau helps Mrs. Josephine O'Dell (*right*) with month-old son Valerio. Below: Club President Bradley attends a meeting of the Westport Traffic Committee, of which she is member.




**THE CLUB'S FAIR HAS A MERRY-GO-ROUND, DART GAMES, PONY RIDES**

# FAIR BUYS SCHOOLING, MILK AND CLINICS FOR WESTPORT

In this, its 40th year, the Westport Woman's Club is, among other things, providing its town with free visiting-nurse service (*left*), free milk for underprivileged children, a children's free dental clinic. Its members, always active in community government, are currently serving on the town Traffic Committee (*below, left*), the Board of Education, the Town Planning Commission and hold the offices of Town Clerk and State Legislator. The scholarships the club annually offers amount to $1,100 yearly. With a membership of only 693 and annual dues of $3 the club must employ various methods to finance its philanthropies. One is publication of *The Connecticut Cook Book*, a compilation of recipes used in Connecticut kitchens. But the chief method is the Yankee Doodle Fair, which annually offers such rich raffle prizes as automobiles, washing machines, luggage, watches and cases of Scotch. The approximately $18,000 raised at this year's fair, plus the members' enormous energy and the cooperation they cajole from other organizations, will keep the club program rolling another year without difficulty. Cooperation was not always so easy. When the club sought to install concrete sidewalks in Westport 40 years ago, the town fathers protested stoutly. People would slip and fall, they argued, on such smooth walks.

**"LOOT"** won at games or bought at the fair's Country Store is borne off by the W. B. Ruger family, includes champagne, bird cage, doll, a basket of food.

CHILDREN OF CLUB MEMBERS PLAY ON A SIDEWALK
THAT HAS RESULTED FROM THE WOMEN'S CAMPAIGN

# THE FIRST ASCENT OF THE MATTERHORN

## Europe's most formidable peak yielded more to logic than to strength, but of the seven men who first reached its summit only three returned

by FREDERICK LEWIS ALLEN

ON the 14th of July, 1865—82 years ago—seven men made the first ascent of the Matterhorn, the most formidable of the great peaks of the Alps. Only three of them returned.

The events of that day constitute one of the great epics of human adventure. Not because the exploit proved to be physically very difficult; since then the Matterhorn has been climbed by thousands of people. Not that it was a marvel of preparation; in the intervening years mountaineering feats have been performed by expeditions far better organized and equipped, with far more technical skill, some of them at almost double the altitude. No, the story of July 14, 1865 is memorable for other reasons: because the Matterhorn is perhaps the most famous mountain in Europe, if not in the world; because until that day it was generally believed to be invincible; because it yielded not to gymnastic skill but to topographical observation and sheer intelligence; because the adventure was described afterward by its leader, a young Englishman named Edward Whymper, with singular vividness and grace, and finally because the triumph ended in a tragedy which to this day remains a subject of perennial dispute.

**E. WHYMPER** won the Matterhorn. His account is basis for this article.

Whymper's book, with the archly Victorian title *Scrambles Amongst the Alps*, was first published in 1871. Although the story of his ascent has subsequently been set forth by others, notably by James Ramsey Ullman in *High Conquest*, it is still quite unknown to most Americans. It deserves to be retold as nearly as possible in Whymper's own words.

• • •

The sport of mountaineering was in its springtime when Edward Whymper made his first visit to the Alps. Although Mont Blanc had been climbed in 1786 it was not until the 1850s that the sport really blossomed. The climbers were mostly Englishmen, and in fact mostly young English intellectuals like John Tyndall, the physicist, who combined his climbing with studies of the action of glaciers, and Leslie Stephen, clergyman, author and subsequent editor of the *Dictionary of National Biography*.

Nearly all these men, as they went about Switzerland and the French Alps making "first ascents," hired local guides to accompany them. Few of the Alpine guides in those early years had any such competence as subsequently made guiding an honored profession. Many were shifty and unreliable. Moreover some of them quite naturally regarded a proposal to risk their lives on an almost perpendicular wall of rock somewhat as you or I would regard an invitation to accompany a madman up the side of the Empire State Building.

Thus matters stood when, in the summer of 1860, Edward Whymper, a fledgling English illustrator and wood engraver, only 20 years old, was commissioned by a London publisher to make sketches of the Alps. With his sketchbook in hand young Whymper ranged over much of southern Switzerland and the French Alps, walking prodigious distances. Once, when transportation failed him, he walked 70 miles in a day and a half. In the course of the summer Whymper visited Zermatt and clambered about on the rocks and ice below the mighty Matterhorn. He attempted no ascents, but he fell in love with the mountain.

The next summer, 1861, he came back again and, after making the first ascent of Mont Pelvoux in the Dauphiné, had a try at the Matterhorn. It was unsuccessful. Again and again during the next few summers he returned to the attack, and again and again he failed. Meanwhile others were failing too, uniformly. By 1865 the Matterhorn had become the last of the major Alpine mountains to remain unclimbed.

Why? One reason was the legend of its invincibility. There were superstitious natives in the valleys round about who thought the Matterhorn was haunted; who "spoke of a ruined city on its summit wherein the spirits dwelt. And if you laughed, they . . . told you to look yourself to see the castles and the walls, and warned one against a rash approach, lest the infuriated demons . . . hurl down vengeance for one's derision." Repeatedly Whymper was unable to find guides willing to go on with him when the ascent grew perilous. Only one guide could Whymper find who was not only a first-rate climber but believed that the mountain could be beaten—an Italian named Jean-Antoine Carrel.

Even if adequate guides could be found, there was also the weather to be reckoned with. The Matterhorn seemed to have a remarkable propensity for attracting storms. On Whymper's second attempt, in July 1862, "a strong wind sprang up from the east during the night, and in the morning it was blowing almost a hurricane. . . . A lull tempted us to move, but we had scarcely ascended a hundred feet when the storm burst upon us with increased fury . . . and we clutched our hardest when we saw stones as big as a man's fist blown away horizontally into space." The men had to remain "stationary, on all fours, glued . . . to the rocks" until at last the wind abated enough to enable them to crawl down to safety and acknowledged defeat. On another occasion, the following summer, Whymper, Carrel and some companions encountered thunder and lightning, gales of wind and a snowstorm that lasted 26 long hours—only to be told by the innkeeper in the valley, when they returned there, "*We* have had no snow; it has been fine all the time you have been absent, and there has been only that small cloud upon the mountain."

But the chief reason for Whymper's successive defeats was that he and all the other able climbers who tried to get up the Matterhorn before 1865 made a very natural mistake. *They went at the mountain from the wrong side.*

The Matterhorn, 14,780 feet high, is one of a group of mountains which stands on the frontier between Switzerland and Italy. The view of it that is most familiar to us (as shown on page 96) is from the Swiss side. The picture is taken from the neighborhood of Zermatt. It shows the peak rising a sheer 5,000 or 6,000 feet above the glaciers which surround it. The ridge extending toward Zermatt is the Northeast Ridge. The face to the left of it is the Eastern Face, which to men looking for the best way up the mountain "seemed one smooth, inaccessible cliff." The face to the right of the Northeast Ridge is still more forbidding; on that side "there are precipices absolutely perpendicular; there are precipices overhanging."

It was perfectly natural for Alpinists, gazing at this implacable tower of rock, to conclude that the slopes visible from Zermatt were hopeless to attempt. So they went round to the Italian or south side, to the village of Breuil in the Val Tournanche—"from this direction the mountain is seen to be broken up into a series of pyramidal wedge-shaped masses"—and tried again and again to climb it by way of the Southwest Ridge.

But even when resolute guides like Carrel could be found and the weather was propitious, sooner or later those wedge-shaped masses offered disheartening obstacles. On the Southwest Ridge there was a "chimney"—a long, very steep, smooth slab of rock hemmed in by two others equally smooth—which twice brought Whymper's attempts to a halt. Above the chimney was a mighty cliff, the Great Tower. If a climber felt his way around the Great Tower and inched upward on the sharp slopes at its right, he found himself in a position where again perpendicular walls barred the

◄= DRAWING BY GUSTAVE DORE SHOWS PARTY AS ROPE SNAPPED

CONTINUED ON NEXT PAGE

way. Four expeditions during the early 1860s got past the Great Tower; one of them, led not by Whymper but by Tyndall, reached a point less than 1,000 feet below the summit. But there it came to a full stop.

Only after many disappointments did the astonishing fact dawn upon Whymper that the approach from the Zermatt side, hopeless though it looked, might really be easier: that the Eastern Face (the left-hand face in the view from above Zermatt village) was "a gross imposition." From Zermatt it looked extraordinarily steep. From the Görnergrat farther to the east, where one saw it head on, it looked almost vertical. But this was an illusion of perspective. Whymper found that if one climbed to a point where the Eastern Face could be seen *in profile* one saw to one's amazement that its angle was hardly more than 40°, instead of the 60° or 70° or more that it appeared from these other points of view.

And then another fact struck Whymper. The Eastern Face looked not only very steep but ". . . repulsively smooth. Men despaired of finding anything to grasp." But this apparent smoothness, too, was at least in part "a gross imposition." He noticed that when snow fell in the summertime it brought out long, terraced lines upon the mountain, rudely parallel to each other. The Eastern Face, on these occasions, was often whitened almost completely over. And from this and other observations he deduced that the rocks were so stratified as to make that slope in reality "a great natural staircase," with plenty of good footholds and handholds.

Whymper let his mind overrule appearances and "this trivial deduction," he wrote, "was the key to the ascent of the Matterhorn."

It was not until the summer of 1865 that he had a chance to put his reasoning to the test. At that point luck and human nature combined to twist his plans into a shape he had never intended.

He wanted Jean-Antoine Carrel for his chief guide, the indomitable Carrel who believed the Matterhorn could be climbed, and went to Breuil to find him. But when Whymper supposed everything had been arranged Carrel told him that he could not go at all, that there had been a previous understanding with a party of Italian climbers headed by a Signor Giordano. What had happened apparently was that Carrel, an Italian, had thrown over the Englishman who wanted to climb the Matterhorn from the Swiss side for the Italians who wanted to climb it from the Italian side. Whymper found himself guideless. Nobody else in Breuil would accompany him. It was worse than that, for on the first fine day the Italians would be setting out for the summit by the Southwest Ridge, with Carrel to show them the way. If Whymper wanted the honor of making the first ascent it was just possible that he would have to hurry. What could he do?

### The seven men

SUDDENLY there appeared in Breuil an 18-year-old Englishman named Lord Francis Douglas. (He was the younger brother of that Marquis of Queensberry who devised the rules for modern boxing, and uncle of Lord Alfred Douglas of Oscar Wilde fame.) He was a practiced climber, wanted to climb the Matterhorn and liked the idea of attempting the Eastern Face. Whymper and he joined forces and walked over the Théodule Pass to Zermatt to look for guides. Peter Taugwalder, an able guide of Zermatt, was free and would come. They gave him permission to choose a second guide for them and he chose his son, "young Peter." Things were looking up.

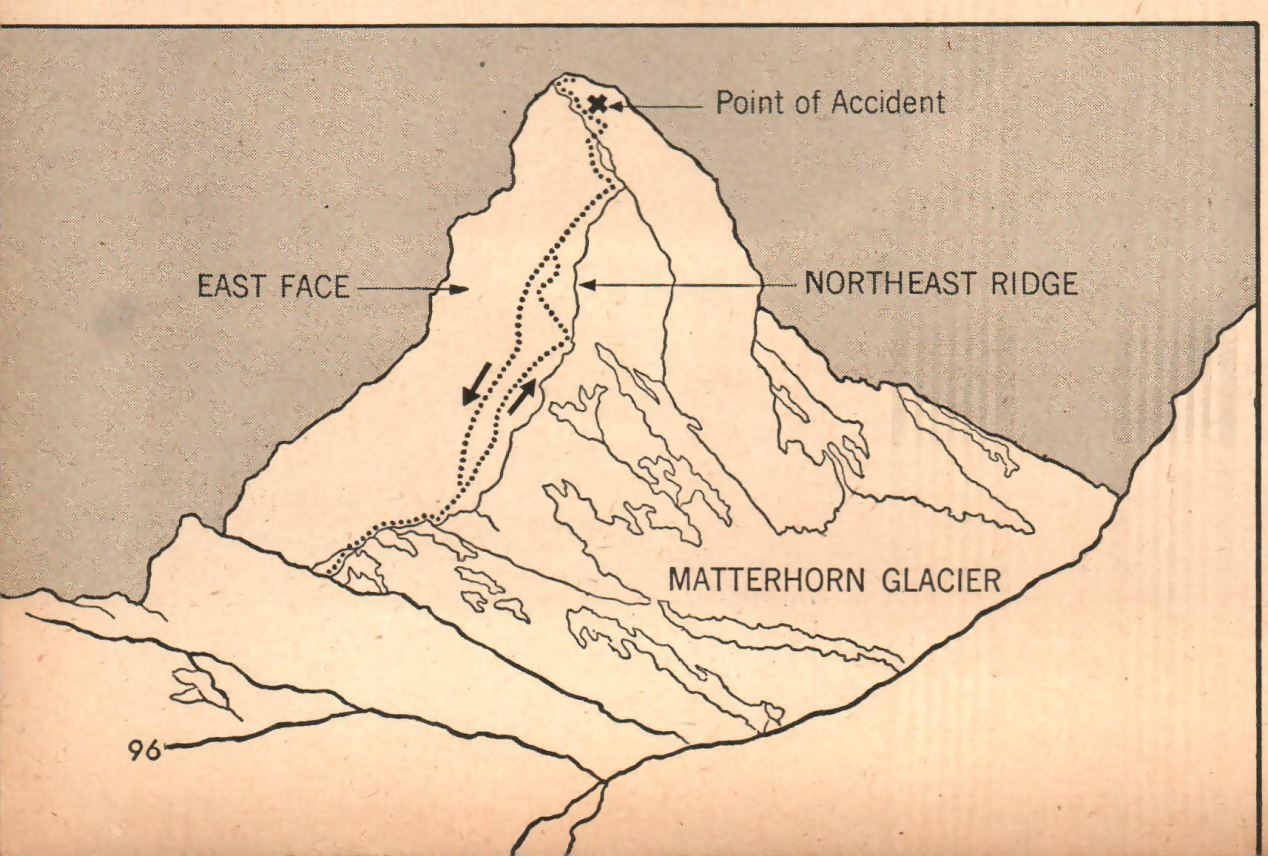
Then happened something which changed the course of fate. During the evening, while Whymper and Douglas were talking in the hotel at Zermatt, in walked the Reverend Charles Hudson, who was perhaps the ablest English mountaineer of his day, a man described by his friends as "earnest, devoted, faithful," with a "most sweet, generous and affectionate temper." Hudson was strong and lithe, had excelled in rowing at Cambridge, had been climbing in Switzerland for many summers and had made many first ascents. He was accompanied by a young man by the name of Hadow, a former pupil who, though only 19, looked much older. It appeared that Hudson and Hadow, too, were about to try the Matterhorn from Zermatt and had brought along as their guide the great Michel Croz of Chamonix.

It seemed foolish—and might be dangerous—to have two parties on the same face of the mountain on the same day. Why not join forces?

About neither Hudson nor Michel Croz were there any misgivings. Croz was in the prime of life, strong, skillful, experienced and daring, and Whymper had already made many difficult ascents

CONTINUED ON PAGE 99

**EAST FACE** (*left, above*) of the Matterhorn, long believed too steep for climbing, proved to be the easiest way to the summit. Whymper and his party left village of Zermatt (*foreground*) and followed dotted line in diagram below. During descent the rope broke at point X. The Italian side, on which so many earlier expeditions foundered, is out of sight on far side of the mountain.



# The swimmin's fine and so are they—thanks to DOUBLE-ACTION PHILLIPS'

## So gentle for children

*Our Doctor was right, of course!* So whenever anyone in the family eats too much, or something disagrees and we feel sluggish, we take Phillips' Milk of Magnesia. Last night Billy needed, and took, Phillips'. This morning he awoke to gentle yet effective relief. He's in the swim today—because this famous laxative antacid works *two ways* overnight to bring relief. And I know I can give him Phillips' at anytime without thought of embarrassing urgency.

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*When the waiter brings back*
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*It's a ticket to pleasure*
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*Blended Whiskey, 86.8 Proof. The Straight Whiskies in this product are five years or more old. 32½% Straight Whiskies — 67½% Grain Neutral Spirits.*

*Tastes better because it's . . .*

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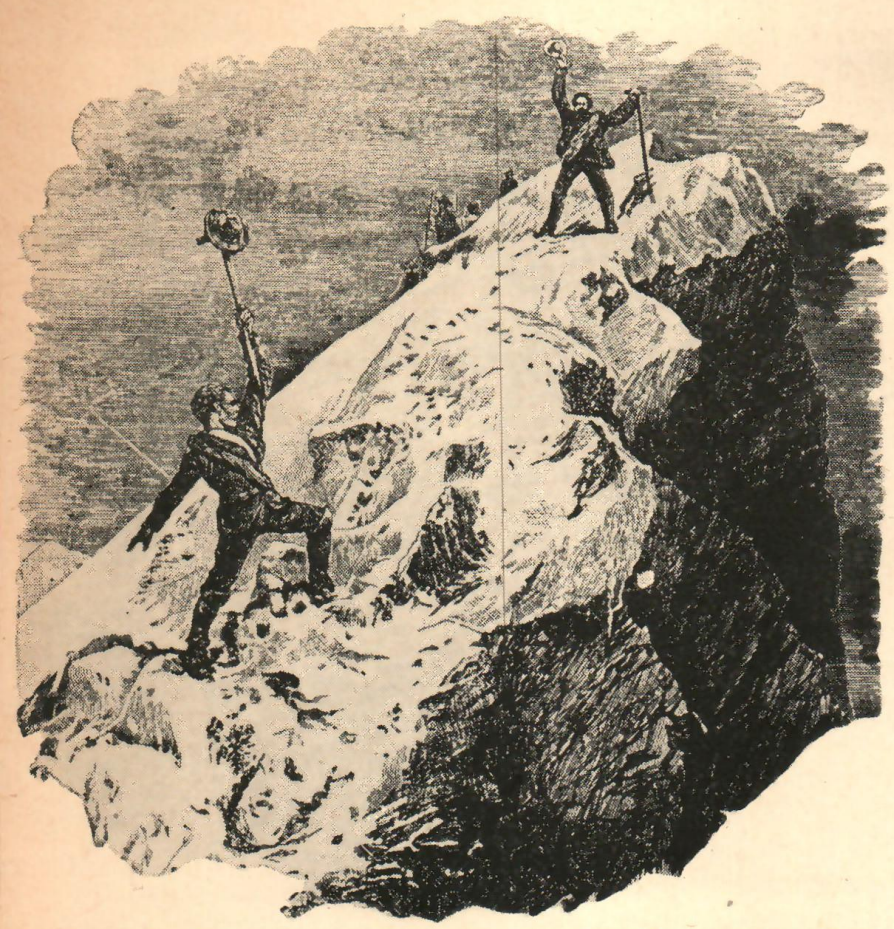

**VICTORY** is celebrated by Croz (*top*) and Whymper (*foreground*), who drew this picture. Here Whymper has spotted rival Italian party 1,250 feet below.

## MATTERHORN CONTINUED

with him. "Of all the guides with whom I traveled," he wrote, "Michel Croz was the man who was most after my own heart. You had only to say *what* was to be done, and *how* it was to be done, and the work *was* done, if it was possible. Michel was not widely known, but those who did know him came again and again. The inscription that is placed upon his tomb truthfully records that he was 'beloved by his comrades and esteemed by travellers.'"

There was only one uncertain factor in the proposed junction of the two parties: young Hadow's climbing experience. Whymper asked Hudson about this and was told that Hadow "had done Mont Blanc in less time than most men." And there was some mention of other expeditions. Certainly Whymper, and presumably Hudson too, had no idea then of the appalling actuality: that this 19-year-old boy had climbed only two mountains in his life, one of them being Mont Blanc, that he had slipped more than once on Mont Blanc, and *that he had never done any rock-climbing at all.* Later, with the advantage of hindsight, Whymper wrote in his own hand on an interleaf of his copy of *A Sad Holiday*, a lecture by one Joseph MacCormick, this hard comment on Hadow: "Had I known at starting what the real amount of his experience was, I for one would not have gone with him. . . . For a man like him to start on an expedition which was expected by us at starting to turn out the most difficult ever known, was, to speak plainly, as sensible as for a man who cannot swim to jump off the middle arch of London Bridge." But the truth about Hadow was not brought out. The two parties were merged.

### The start

THUS it happened that the ascent of the Eastern Face was undertaken by seven men: Whymper, Lord Francis Douglas and their guides old Peter Taugwalder and young Peter Taugwalder; and also Hudson, Hadow and their excellent Chamonix guide, Michel Croz.

Early on July 13, 1865, a brilliantly cloudless morning, they started from Zermatt. Let Whymper himself take over the story:

"At half-past 11 we arrived at the base of the actual peak; then quitted the [Northeast] Ridge, and clambered around some ledges on to the Eastern Face. We were astonished to find that places which from the Riffel, or even from the Furggen glacier, looked entirely impracticable, were so easy that we could *run about.* Before 12 o'clock we had found a good position for the tent, at a height of 11,000 feet." The plan was to wait there until dawn the next morning so as to have an entire day for the ordeal ahead.

"Croz and young Peter went on to see what was above, in order to save time on the following morning. . . . The stones which they upset told us that they were very high, and we supposed that the way must be easy. At length, just before 3 p.m., we saw them coming down, evidently much excited. . . . 'Nothing but what was good;

CONTINUED ON NEXT PAGE


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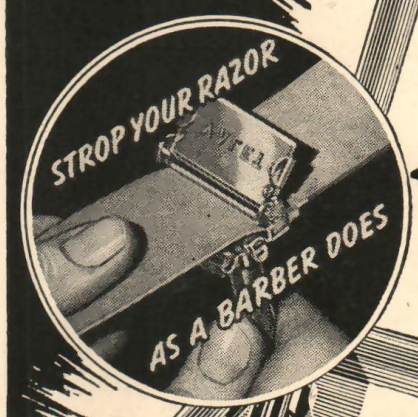


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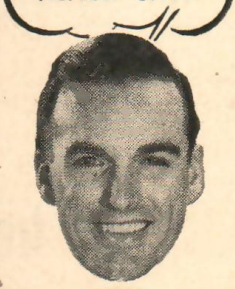

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not a difficulty, not a single difficulty! We could have gone to the summit and returned today easily!' . . . Long after dusk the cliffs above echoed with our laughter and with the songs of the guides, for we were happy that night in camp, and feared no evil.

"We assembled together outside the tent before dawn on the morning of the 14th and started directly it was light enough to move. . . . We followed the route which had been taken on the previous day, and in a few minutes turned the rib which had intercepted the view of the Eastern Face from our tent platform. The whole of this great slope was now revealed, rising for 3,000 feet like a huge natural staircase. For the greater part of the way there was indeed no occasion for the rope. At 6:20 we had attained a height of 12,800 feet, and halted for half an hour. We then continued the ascent without a break until 9:55, when we stopped for 50 minutes, at a height of 14,000 feet.

"We had now [with less than 1,000 feet to go] arrived at the foot of that part which, from the Riffelberg or from Zermatt, seems perpendicular or overhanging, and could no longer continue upon the eastern side. For a little distance we ascended by snow upon the . . . ridge . . . and then, by common consent, turned over to the right, or to the northern side.

"The work became difficult, and required caution. In some places there was little to hold, and it was desirable that those should be in front who were least likely to slip. The general slope of the mountain at this part was *less* than 40° and snow had accumulated in, and had filled up, the interstices of the rock face, leaving only occasional fragments projecting here and there. These were at times covered with a thin film of ice, produced from the melting and refreezing of the snow. . . . It was a place over which any fair mountaineer might pass in safety, and Mr. Hudson ascended this part, and, as far as I know, the entire mountain, without having the slightest assistance rendered to him upon any occasion. Mr. Hadow, however, was not accustomed to this kind of work, and required continual assistance."

### Success

AFTER perhaps an hour and a half of slow, zigzag progress on this difficult part of the ascent, "a long stride round a rather awkward corner brought us to snow once more. The last doubt vanished—the Matterhorn was ours! Nothing but 200 feet of easy snow remained to be surmounted!"

At this moment of elation Whymper thought of the Italians of Signor Giordano's and Carrel's party, who had already set out from Breuil for a rival attempt on the mountain from the other side. "Four days had passed since their departure," he wrote, "and we were tormented lest they should arrive on the top before us. . . .What if we should be beaten at the last moment? The slope eased off, at length we could be detached, and Croz and I, dashing away, ran a neck-and-neck race, which ended in a dead heat. At 1:40 p.m. the world was at our feet, and the Matterhorn was conquered! Hurrah! Not a footprint could be seen."

Where were the Italians? "I peered over the cliff, half doubting, half expectant, and saw them immediately, mere dots on the ridge, at an immense distance below. Up went my arms and my hat. 'Croz! Croz! come here!' 'Where are they, Monsieur?' 'There—don't you see them—down there!' 'Ah! the *coquins!* they are low down.'"

Thereupon both Whymper and Croz shouted and pried away rocks and threw them down the mountainside to catch the Italians' attention 1,250 feet below. The Italians heard and saw them—and abandoned their attempt.

"Still," wrote Whymper afterwards, thinking of Jean-Antoine Carrel, "I would that the leader of that party could have stood with us at that moment, for our victorious shouts conveyed to him the disappointment of a lifetime. . . . It was the aim of his life to make the ascent from the side of Italy, for the honor of his native valley."

The victors remained on the summit of the great peak for an hour, talking happily and enjoying an incomparable view, for the weather was "superlatively calm and clear" and snow peaks 100 miles away were crystal sharp in definition. Then they prepared for the descent.

Let us again follow Whymper's narrative:

"Hudson and I again consulted as to the best and safest arrangement of the party. We agreed that it would be best for Croz to go first, and Hadow second; Hudson, who was almost equal to a born mountaineer in sureness of foot, wished to be third; Lord Francis Douglas was placed next; and old Peter, the strongest of the remainder, after him. . . .The party was being arranged in this order while I was sketching the summit, and they had finished and were

CONTINUED ON PAGE 102


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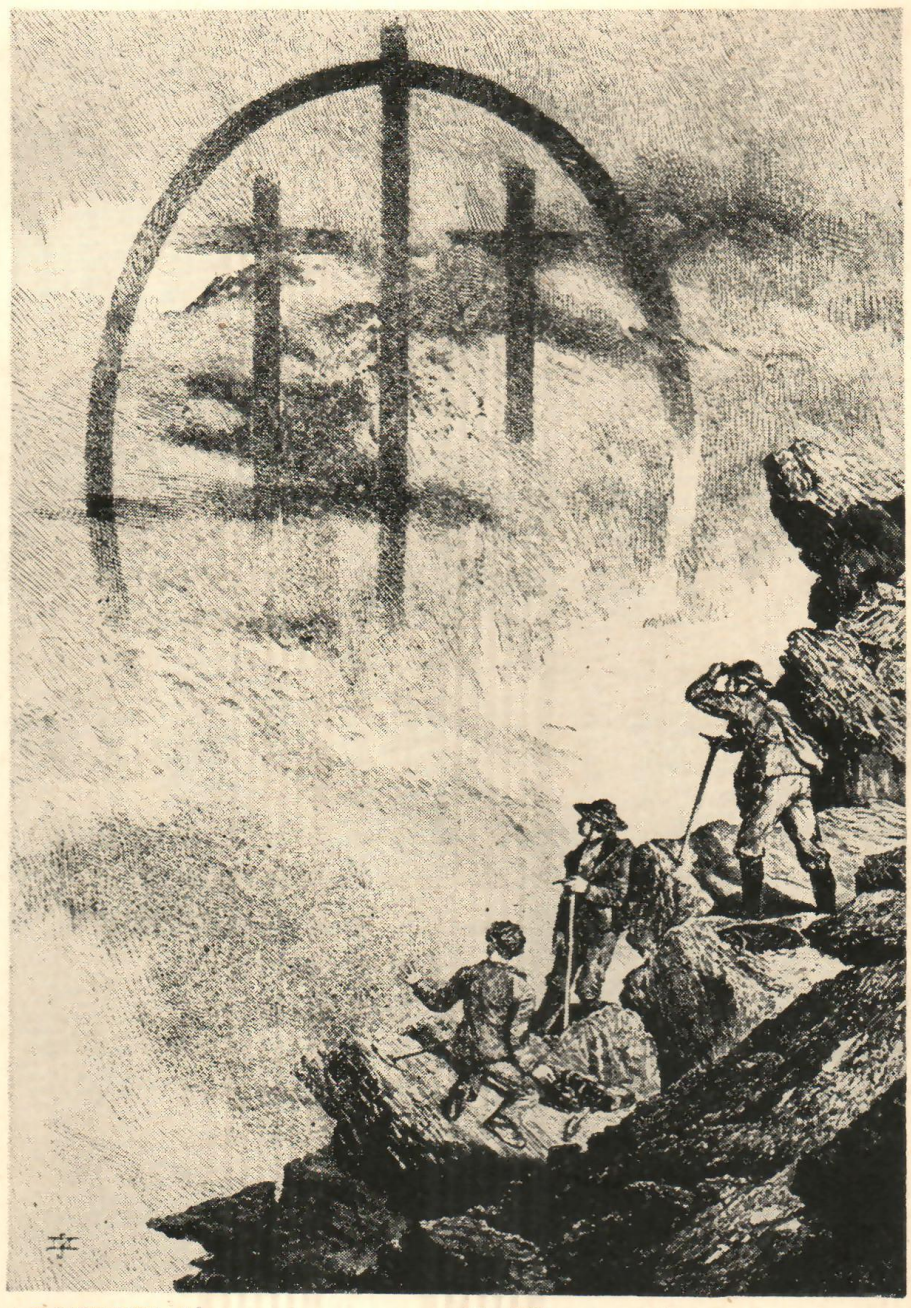

**A FOGBOW** with two crosses was stated by Whymper to have appeared in sky three hours after accident. Guides thought it a supernatural manifestation.

## MATTERHORN CONTINUED

waiting for me to be tied in line when someone remembered that our names had not been left in a bottle. They requested me to write them down, and moved off while it was being done.

A few minutes afterwards I tied myself to young Peter, ran down after the others, and caught them just as they were commencing the descent of the difficult part. Great care was being taken. Only one man was moving at a time. When he was firmly planted the next advanced, and so on. . . . For some little distance we two followed the others, detached from them, and should have continued so had not Lord Francis Douglas asked me, about 3 p.m., to tie on to old Peter, as he feared, he said, that Taugwalder would not be able to hold his ground if a slip occurred.

### The weak rope

A FEW minutes later a sharp-eyed lad ran into the Monte Rosa hotel [in Zermatt], to Seiler [the proprietor of the hotel], saying that he had seen an avalanche fall from the summit of the Matterhorn onto the Matterhorn Glacier. The boy was reproved for telling idle stories. He was right, nevertheless, and this was what had happened.

"Michel Croz had laid aside his axe, and in order to give Mr. Hadow greater security, was absolutely taking hold of his legs, and putting his feet, one by one, into their proper positions. As far as I know, no one was actually descending. I cannot speak with certainty, because the two leading men were partially hidden from my sight by an intervening mass of rock, but it is my belief, from the movements of their shoulders, that Croz, having done as I have said, was in the act of turning round, to go down a step or two himself. At this moment Mr. Hadow slipped, fell against him, and knocked him over.

"I heard one startled exclamation from Croz, then saw him and Mr. Hadow flying downward. In another moment Hudson was dragged from his steps, and Lord F. Douglas immediately after him. All this was the work of a moment. Immediately we heard Croz's exclamation, old Peter and I planted ourselves as firmly as the

CONTINUED ON PAGE 105


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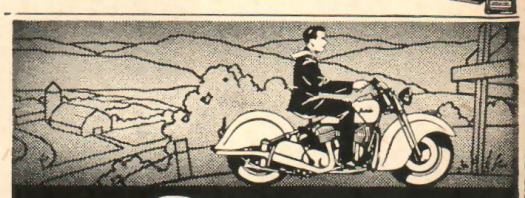

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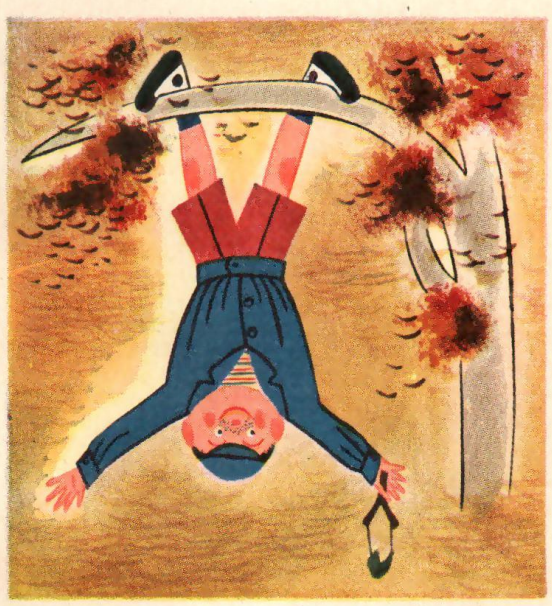
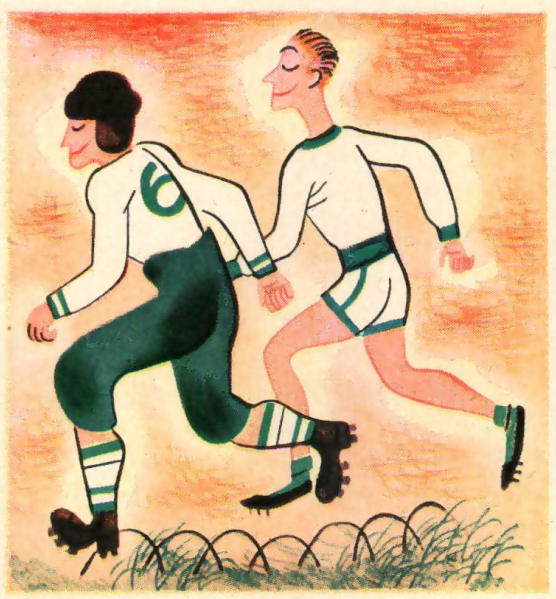


Real young and real tough? Wrap him up in Tackle Twill*. It's as tough as he is—looks good on him—and will protect him from *all* the elements.

Be sure you get a Skinner lining in that Sunday suit. It means longer wear—also means the manufacturer *cares* about the quality of the suits he makes!



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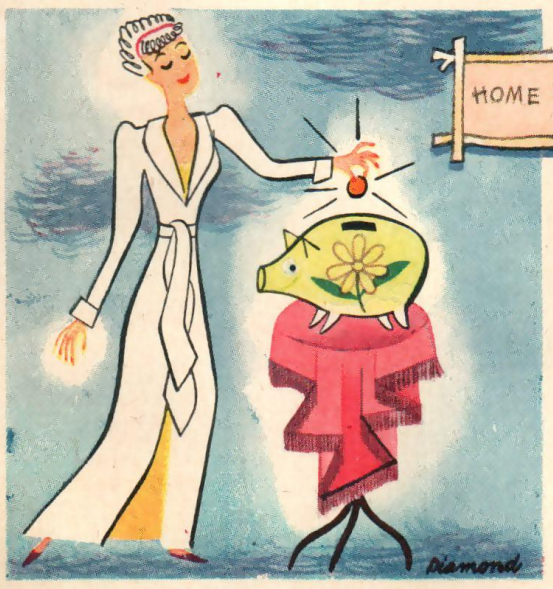


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## FLORIDA ORANGE JUICE

rocks would permit. The rope was taut between us, and the jerk came on us both as one man. We held. But the rope broke midway between Taugwalder and Lord Francis Douglas.

"For a few seconds we saw our unfortunate companions sliding downwards on their backs, and spreading out their hands, endeavoring to save themselves. They passed from our sight uninjured, disappeared one by one, and fell from precipice to precipice on to the Matterhorn Glacier below, a distance of nearly 4,000 feet in height. So perished our comrades!"

Four men had been lost—Croz, Hadow, Hudson, and Douglas; only three remained alive, the two Taugwalders with Whymper between them. "For the space of half an hour we remained on the spot without moving a single step. The two men, paralyzed by terror, cried like infants, and trembled in such a manner as to threaten us with the fate of the others. Old Peter rent the air with exclamations of 'Chamonix! Oh, what will Chamonix say?' He meant, Who would believe that Croz could fall? . . . .

**BROKEN ROPE** was saved by Whymper to show at inquests.

"At last old Peter summoned up courage, and changed his position to a rock to which he could fix the rope. The young man then descended, and we all stood together. Immediately we did so I asked for the rope which had given away, and found, to my surprise—indeed to my horror—that it was the weakest of the three ropes. It was not brought, and should not have been employed, for the purpose for which it was used. It was intended as a reserve, in case we had to leave much rope behind attached to rocks. I saw at once that a serious question was involved, and made him give me the end. It had broken in mid-air, and it did not appear to have sustained serious injury."

Whymper and the two Taugwalders had a dreadful time getting down the mountain in their shaken condition. Several times old Peter turned to Whymper "with ashy face and faltering limbs, and said, with terrible emphasis, '*I cannot!*'" When they had at last reached comparative safety they saw a strange sight: a sort of fogbow high in the sky to the east, with a cross on either side of it, one of those curious meteorological apparitions which occasionally show themselves in the high mountains and challenge men's skepticism of the supernatural. Night overtook them while they were still on the rocks and they had to pass six miserable hours huddled on a narrow slab of stone. At daybreak they went on down to Zermatt with their dreadful story.

The following day Whymper and others reached the bodies. "They had fallen below as they had fallen above, Croz a little in advance, Hadow near him, and Hudson some distance behind, but of Lord F. Douglas we could see nothing." A pair of his gloves, a belt, a sleeve and a boot were subsequently found; but Douglas's body must have been caught by a ledge higher up.

At once the buzz of argument began. Zermatt seethed with rumors and charges. *Had old Peter Taugwalder, to save himself, cut the rope which led from him to Lord Francis Douglas?* There were questioning letters to the *Times*, that British arbiter of sportsmanship, and Whymper now wrote to the *Times* an explicit account of the disaster. He called the charge that Taugwalder had cut the rope "infamous," and added, "I say that he *could* not do so at the moment of the slip, and that the end of the rope in my possession shows that he did not do so beforehand. There remains, however, the suspicious fact that the rope which broke was the thinnest and weakest one that we had. It is suspicious, because it is unlikely that any of the four men in front would have selected an old and weak rope when there was abundance of new and stronger rope to spare; and on the other hand, if Taugwalder thought that an accident was likely to happen, it was to his interest to have the weaker rope where it was placed." There was an official inquiry, at which Whymper testified before leaving for England. But what old Peter said when he was called before this tribunal was never given out.

Whymper's mind naturally kept going over and over what had happened during those brief seconds on the mountain, and when he wrote his book he added, in footnotes, further careful recollections, including this precise reconstruction of the event:

"At the moment of the accident, Croz, Hadow, and Hudson were all close together. Between Hudson and Lord F. Douglas the

CONTINUED ON NEXT PAGE


LITTLE LULU

mara'

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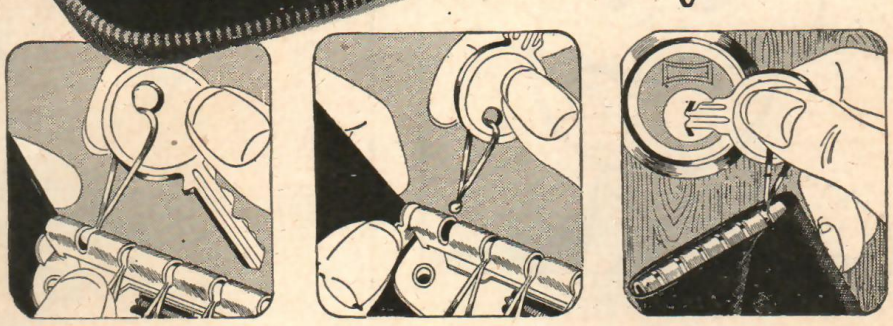

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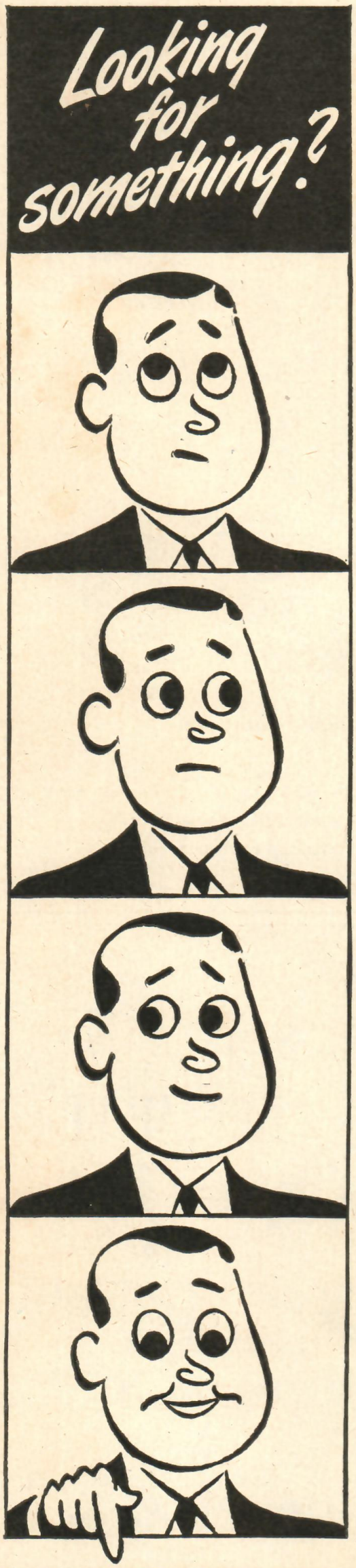


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rope was all but taut, and the same between all the others who were *above*. Croz was standing by the side of a rock which afforded good hold, and if he had been aware, or had suspected that anything was about to occur, he might and would have gripped it, and would have prevented any mischief. He was taken totally by surprise. Mr. Hadow slipped off his feet on to his back, his feet struck Croz in the small of his back, and knocked him right over, head first. Croz's axe was out of his reach and without it he managed to get his head uppermost before he disappeared from our sight. If it had been in his hand I have no doubt he would have stopped himself and Mr. Hadow.

"Mr. Hadow, at the moment of the slip, was not occupying a bad position. He could have moved either up or down, and could touch with his hand the rock of which I have spoken. Hudson was not so well placed, but he had liberty of motion. The rope was not taut from him to Hadow, and the two men fell 10 or 12 feet before the jerk came upon him. Lord F. Douglas was not favorably placed, and could neither move up nor down. Old Peter was firmly planted, and stood just beneath a large rock, which he hugged with both arms (The rope being of course tied about his body).

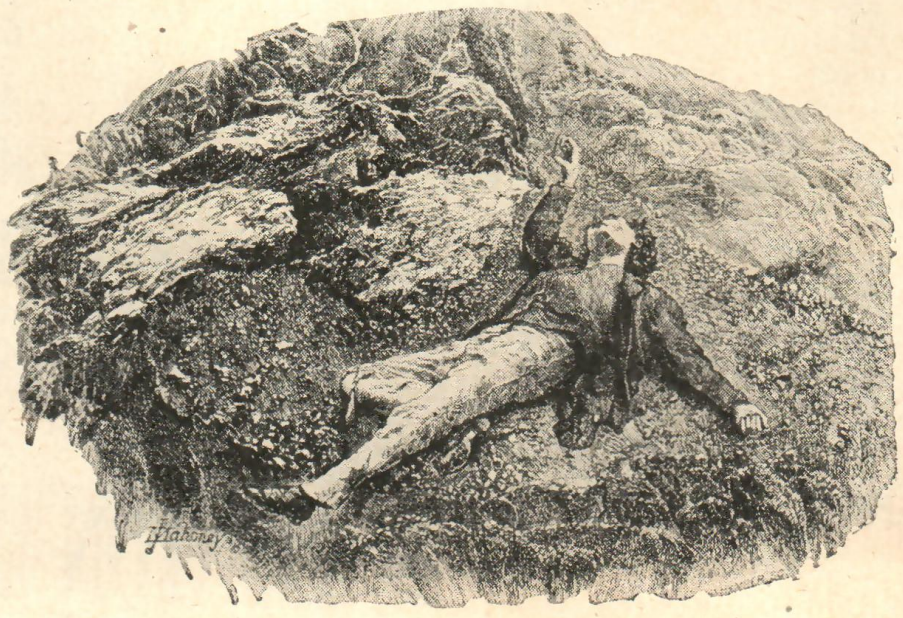
"I enter into these details to make it more apparent that the position occupied by the party at the moment of the accident was not by any means excessively trying. We were compelled to pass over the exact spot where the slip occurred, and we found—even with shaken nerves—that it was *not* a difficult place to pass. I have described the *slope generally* as difficult, and it is so undoubtedly to most persons, but it must be distinctly understood that Mr. Hadow slipped at an easy part."

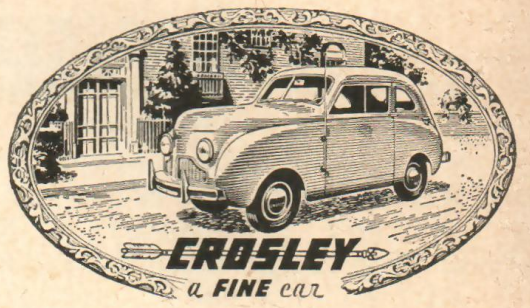
That was as far as Whymper would go publicly. Privately, however, he went further. On the interleaf of his own copy of the MacCormick lecture one can read in his own handwriting his unreserved judgment: "The accident was solely caused by Mr. Hadow. . . . "

Yet even if that judgment had been published, it would not have stilled the debate, which went on reverberating wherever mountaineers gathered. Old Peter Taugwalder lived to the end of his days under a cloud of suspicion. And even Whymper, who was to make other famous ascents, including one of Chimborazo in the Andes, undertaken, most fittingly, with his old friend and rival Jean-Antoine Carrel as his companion, could hardly help guessing that there might be men who would imagine *him* to have been an accomplice either in the cutting of the rope or in the selection of the weak link between the lower four men of the party and the upper three. National and local feeling intensified the debate, for Taugwalder of Zermatt was Swiss and Croz of Chamonix was French. As the years went by the Matterhorn was climbed by much more difficult routes; and so many novices each summer followed the way that the Whymper party had taken up the Eastern Face—a way made easier by ropes fixed in the hazardous places—that professional mountaineers began to regard the ascent as a mere promenade. Yet the story of what happened on July 14, 1865 never lost the fascination of uncertainty.

Sixty-four years later, in the summer of 1929, I was in the valley of Chamonix and fell into conversation about it with an innkeeper there. "That accident is still a fighting issue here," said he. "Michel Croz came from the village just above us here. If you go to that village, don't suggest to anybody that the rope wasn't cut. To this day they are convinced—passionately convinced—that otherwise Croz would never, never have fallen."

EXCERPTS FROM "SCRAMBLES AMONG THE ALPS" ARE GIVEN WITH THE PERMISSION OF JOHN MURRAY, PUBLISHERS, LONDON

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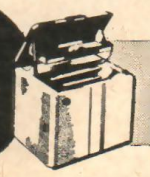

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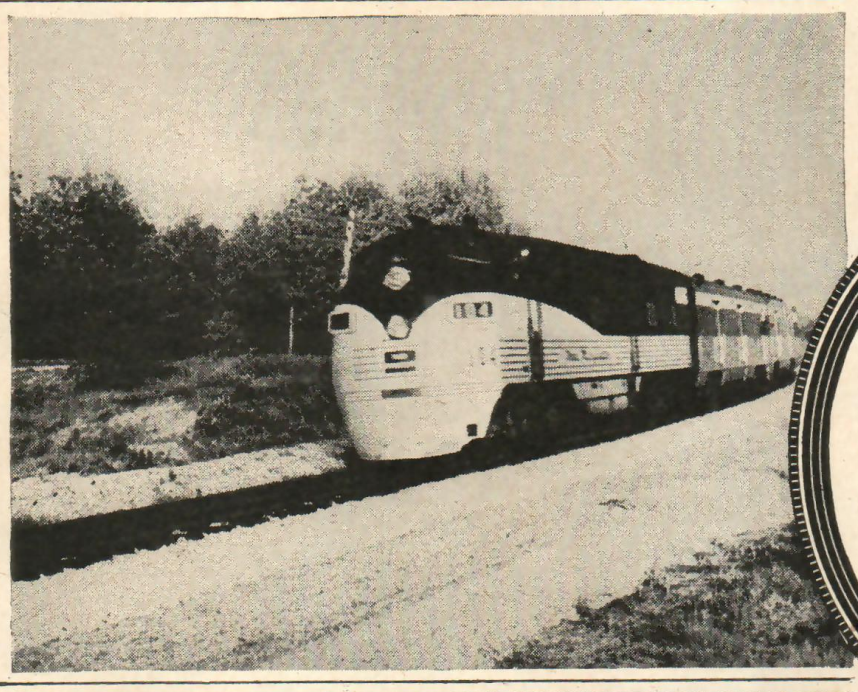

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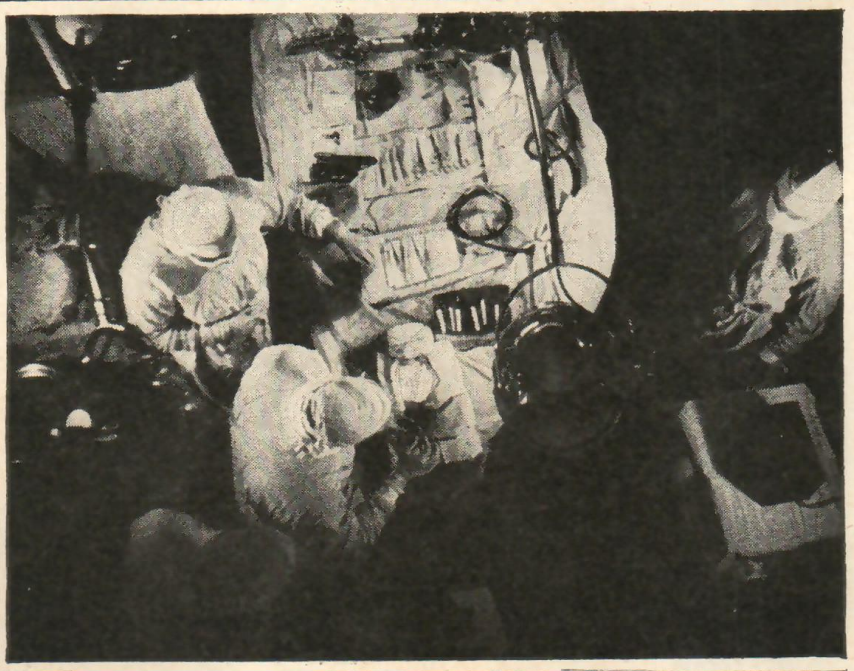

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**to see great events in the making**
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**and meet the men behind them**

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REMOVING APRON MAKES AFTERNOON DRESS SUITABLE FOR DINNER (TOP). PUTTING ON A GINGHAM APRON (BOTTOM) MAKES SAME DRESS GOOD FOR PICNICKING

# APRONS

## They have left the kitchen to become an item of high fashion

Most women wear aprons nowhere but in the kitchen and for no reason except to protect their clothes. But recently fashion designers have begun to make them more dressy than utilitarian. They hope to turn the lowly apron into something which can be worn on the street as well as for luncheons, cocktails and even dinner parties.

One of the strongest advocates of the out-of-kitchen apron is New York Designer Valentina. Shown above are the wrap-around aprons which she recently fashioned for wear with the plain black dress that every woman owns. As the pictures show, aprons are best when used to convert dresses rapidly from informal to formal appearance and back again. By wearing dressy aprons with dressy clothes, modern women are actually reverting to a custom of Colonial days, when aprons were made of delicate lace and worn on most festive occasions.

CONTINUED ON PAGE 111

FAIR WEATHER FARE!

# *Picnic Party Spread... 62¢ to 65¢ a serving**

**MENU**
**(Serves 4)**

Picnic Frankfurters — Deviled Eggs
Potato Salad — Potato Chips
Scallions, Cucumbers, Carrot Sticks
Cheese Sandwiches — Fresh Fruits and Cookies
Iced Tea — Milk — Iced Coffee

**POTATO SALAD**

4 medium potatoes, cooked
1 onion, chopped
¾ cup chopped celery
¼ cup diced sweet pickles
½ teaspoon celery seed
½ teaspoon salt
Dash pepper
¼ cup salad dressing

Dice hot cooked potatoes. Add chopped onion, celery, pickle and seasonings. Combine with salad dressing. Chill thoroughly. Garnish with tomato slices.

**DEVILED EGGS:** Shell 4 hard cooked eggs. Cut in half lengthwise. Remove yolks and mash with fork. Add ½ teaspoon prepared mustard, 1 tablespoon mayonnaise, dash of salt and pepper. Refill whites with this mixture. Garnish with paprika.

*Menu and recipe tested and priced by the A&P Test Kitchen*

A&P TESTED

Here's food to satisfy outdoor appetites! First, tender "franks," grilled to crispy goodness over the embers of a wood fire. With them go tempting cheese sandwiches plus generous portions of zesty potato salad, deviled eggs, scallions, cucumbers and carrot sticks. For dessert, there's a grand assortment of fresh fruits. That's perfect picnic fare . . . and for only 62¢ to 65¢ a portion!

From picnic meals to company dinners, you get good eating at sensible cost when you plan a bit and shop regularly at your A&P Super Market. Here's why: A&P buys foods direct from growers and makers wherever possible . . . and has others made for its exclusive sale. This eliminates many unnecessary in-between expenses, and the savings are shared with you.

The proof is as close as your nearest A&P. Come in and see for yourself what values await you.

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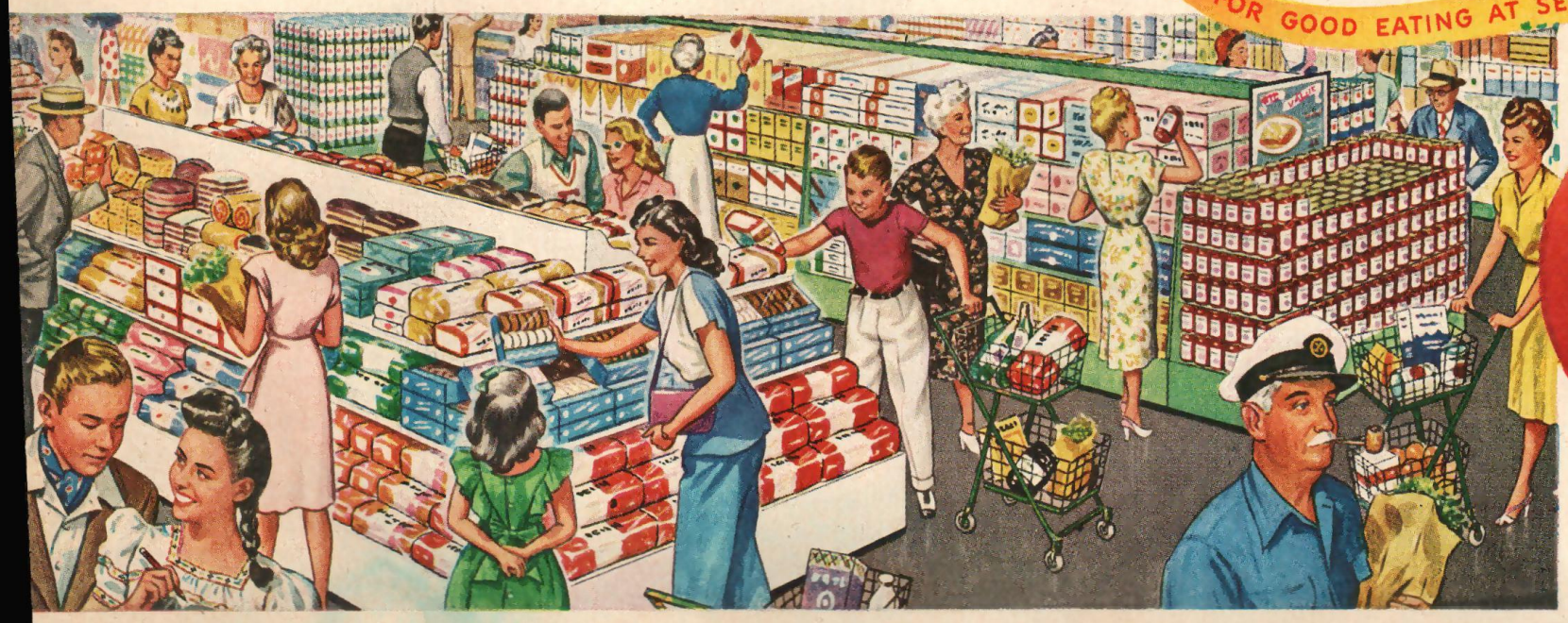

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RED CAP ALE

**DIRNDL APRONS** look like slit skirts. Both girls are wearing outfits (price: $22.95) of the same plain and striped chambray except patterns are reversed.

**NGED APRON** makes playsuit look more like dress. This apron of hand-ed cotton conceals shorts of the playsuit beneath. Price of both: $39.95.

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MOTORCYCLIST "TEX" TAGGART HAS
SPENT 26 YEARS IN THE SADDLE

ARTNER PINS WASH ON A LINE AS DRIVER GOES BY AT SLOW SPEED

# *Life Goes Motorcycling*

## ult of jarred spine likes its uniforms natty, ormations fancy, its women on the back seat

Begoggled and uniformed, their wide, studded belts sparkling in the un, their long-suffering womenfolk perched aft above the fancy saddle-ags, the motorcyclists of the U.S. are out this season in more frighten-ng strength than ever before. Gone are the days of the foxtail and the one harebrained youth. Today's 200,000 "bike" riders are organized ke so many Panzer units into well-disciplined clubs with costumes nd emblems, one of which, the Friendly Riders Club of Worcester, lass., is shown at right rolling along a hot New England highway. Last ear these possessors of strong spines and kidneys spent some $30 mil-on on bikes and their gaudy accessories. To these stalwarts the mo-orcycle is a white charger, emblem of knighthood. The gas fumes, the aring wind and the staccato snorting of the exhaust enchant them. hen they are not racing the wind they play strange games in va-nt fields (*above and below*) or break their bones at fiercely competi-ve races (*p. 117*). Life like this is strong wine to motorcyclists like domitable Pauline ("Tex") Taggart (*opposite page*), who has worn out motorcycles in 26 years of cycling and who so loves her hobby that e once rode a whole afternoon the day before her son was born.

**TATO RACE** on a motorcycle is played like musical chairs. At whistle girls p from bikes to get potatoes, which always number one less than the players.

**FORMATION RIDING** with cyclists spaced evenly in single file is safe method for long trips on highway. Road Captain Walter Hughes, leading the pack, has one finger up to indicate single line.

CONTINUED ON NEXT PAGE

## BECOME A MEMBER

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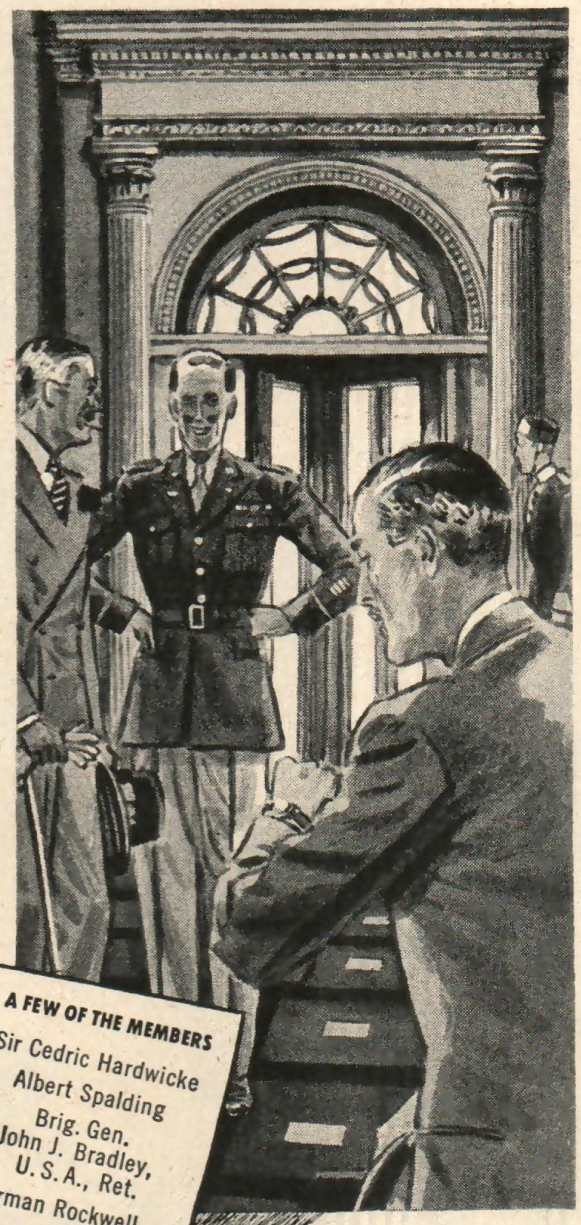

**A FEW OF THE MEMBERS**
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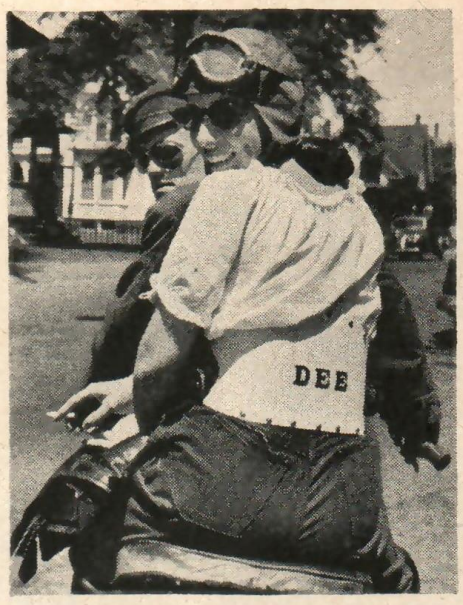
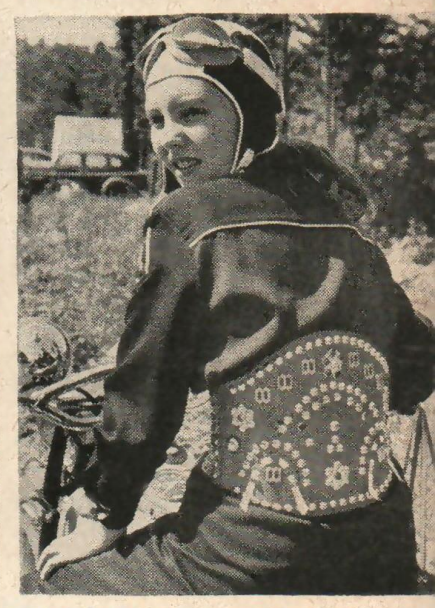
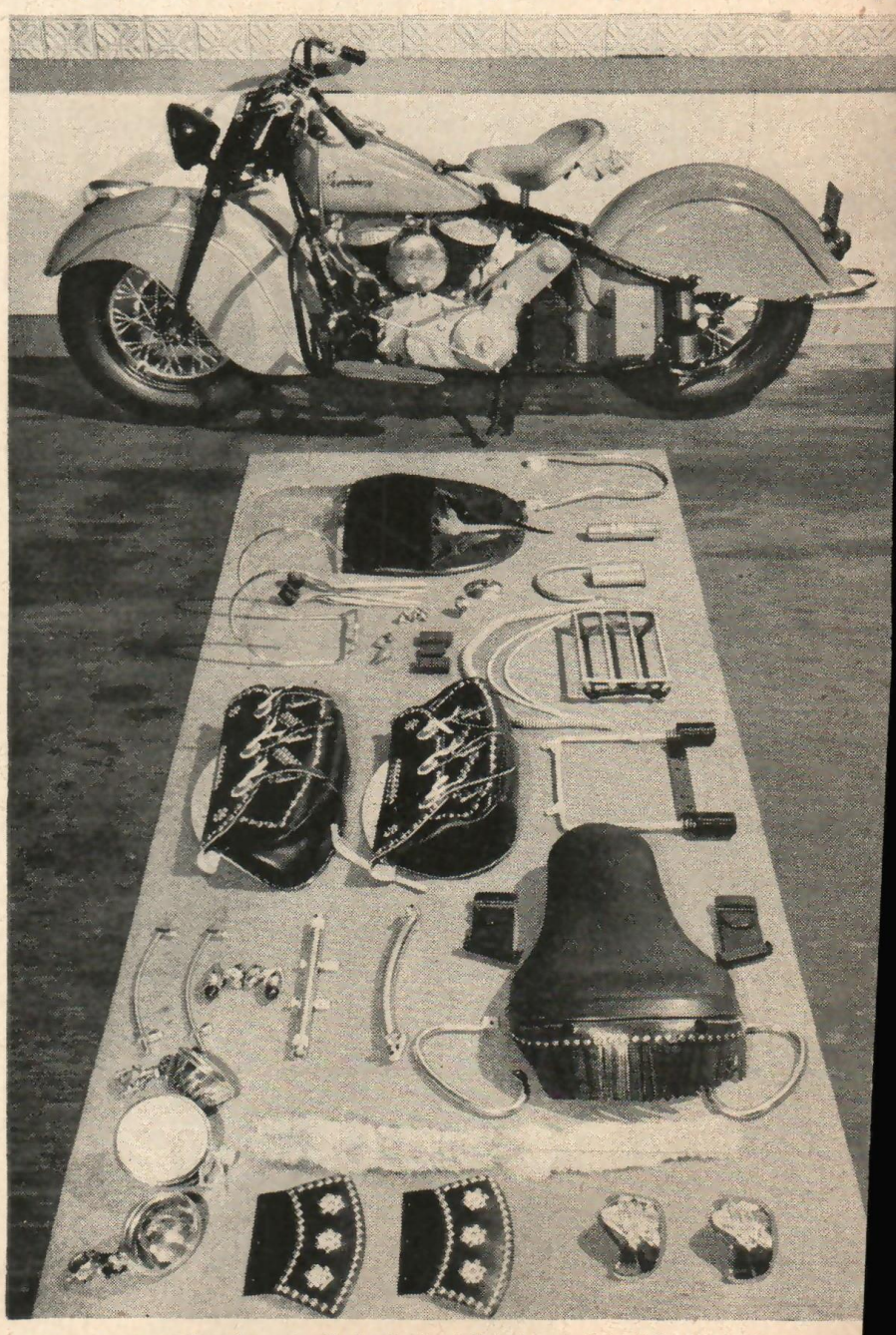
Wilfred Pelletier





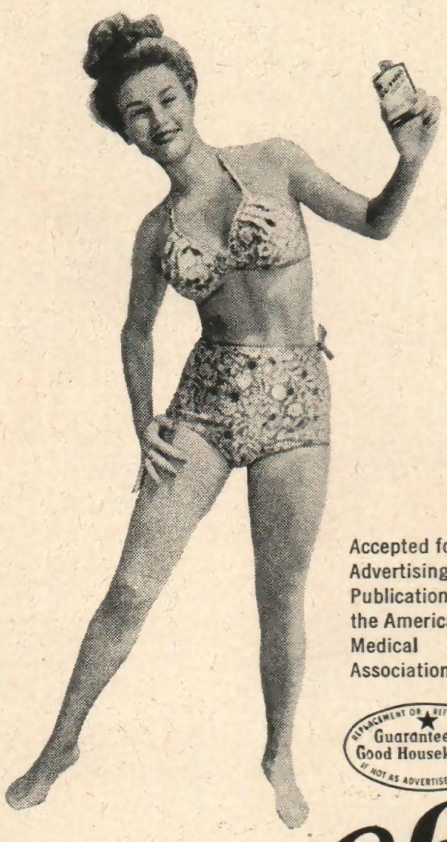
**FAVORITE MOTORCYCLISTS' ACCESSORY** is a wide leather belt usually adorned with the rider's name. It gives some protection to the kidneys



**"EXTRAS,"** dearly prized, include (*above*) windshield, front fender gu fire extinguisher, handle grips, rear bumper, hub caps, gearshift knob, p pads, luggage rack, license-plate jewels, spark-plug covers, key container, sad bags, "Chum-Me Seat" (on which two can ride), lights, jeweled mud splash

CONTINUED ON PAG


# TAN the famous ONE-DAY WAY



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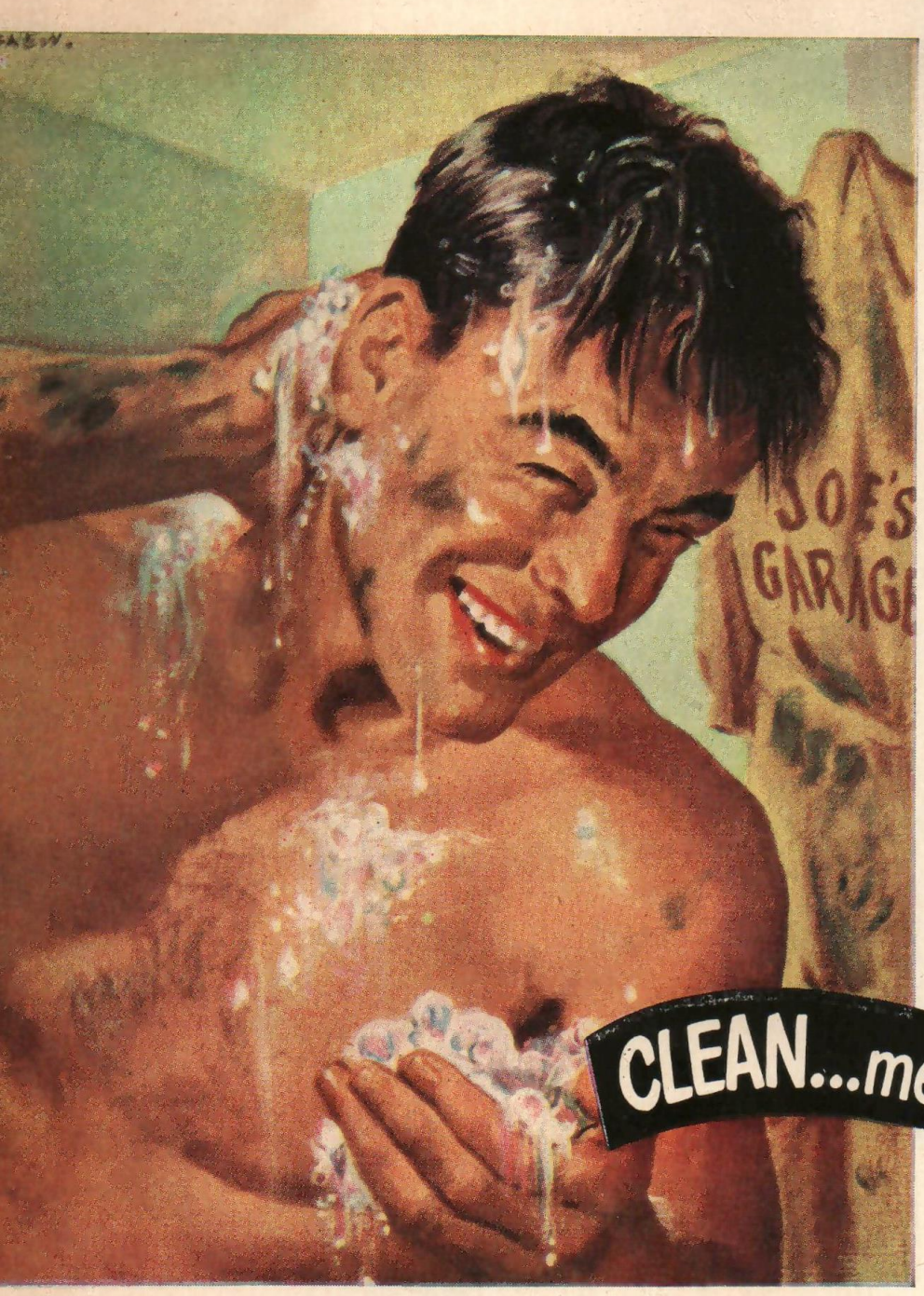


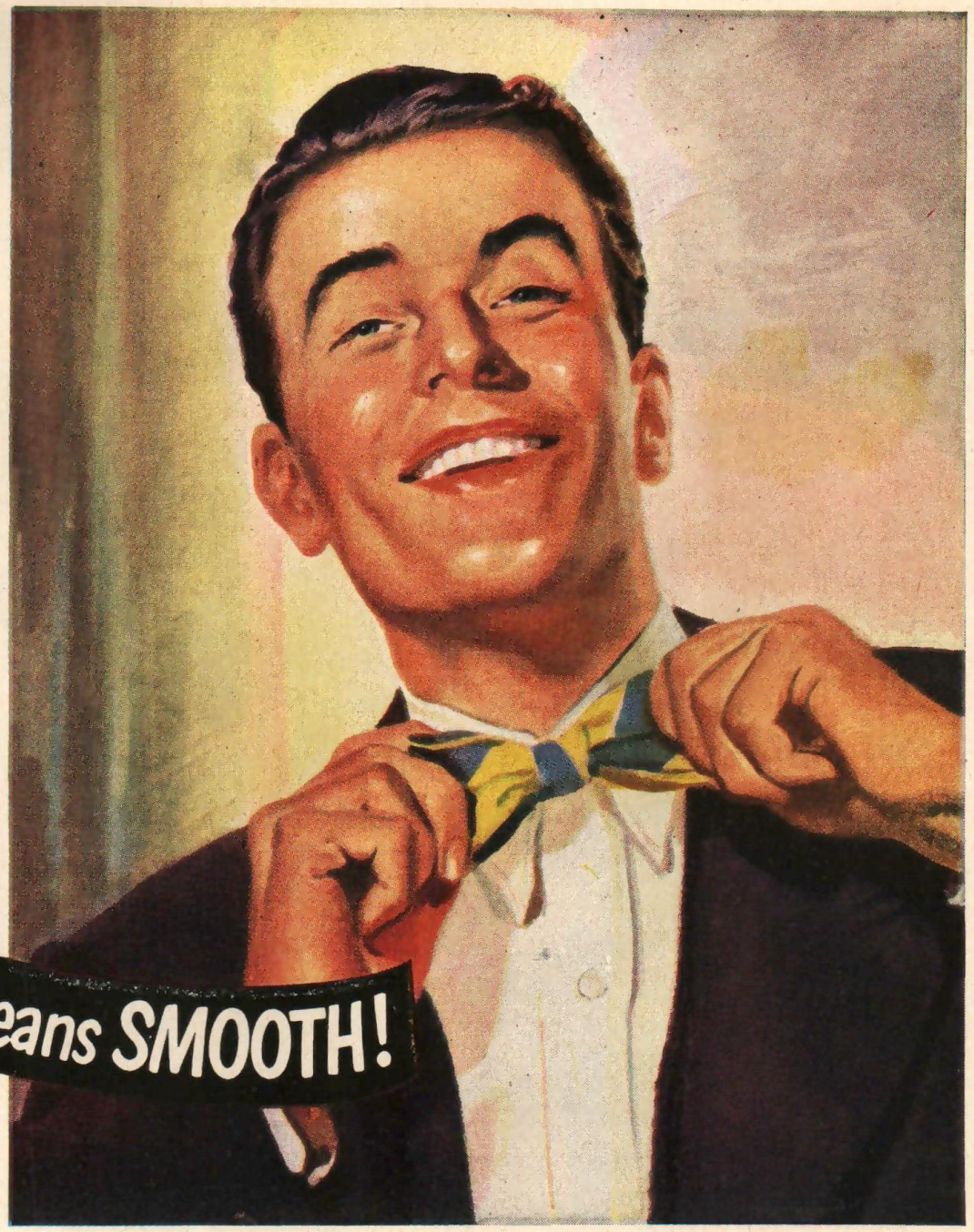

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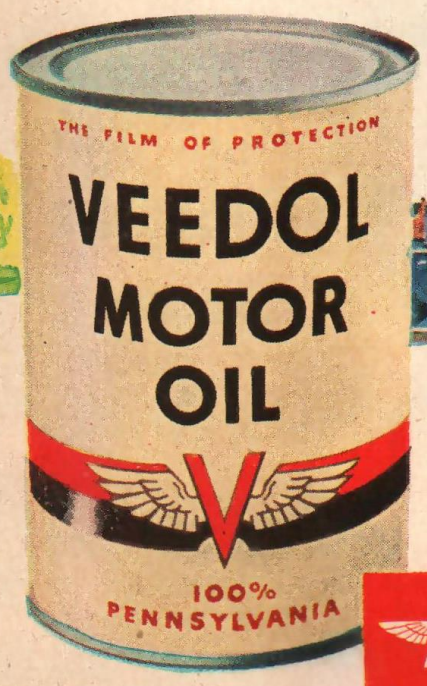


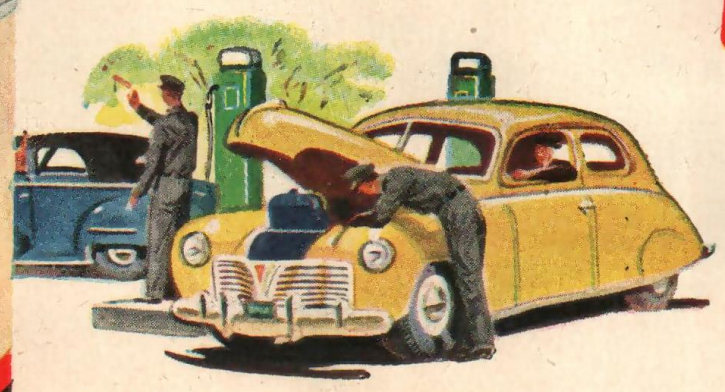

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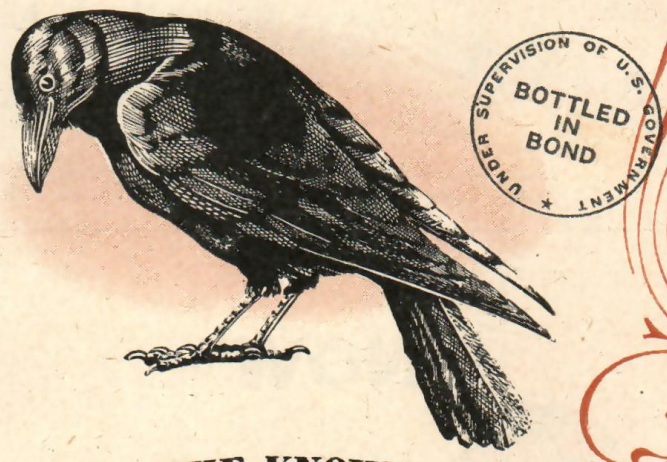
**MOTHER AND DAUGHTER,** Mrs. Dorothy Robinson (*right*) and Betty, 5, belong to Motor Maids of America. Mother holds 49 motorcycling trophies.

**MOTORCYCLE RACING** requires speeds over 80 mph, skidding turns, a heavy hand on the throttle. Race above is at the annual Laconia, N.H. meet.

**GAS-STATION ATTENDANT** scratches his head wearily as he watches a gang of motorcyclists roar off after stopping to buy a big three gallons each.

*"I have found my spring,"*
*said* **Col. Crow...**
*"and here will I build my distillery."*

Here, at Frankfort, Kentucky,
a century later, we use the same
limestone spring in distilling Old Crow Whiskey.




THOSE IN THE KNOW ~ ASK FOR

OLD CROW

KENTUCKY STRAIGHT
*Bottled-in-Bond*

*A Truly Great Name*
AMONG AMERICA'S GREAT WHISKIES

Kentucky Straight Whiskey • Bourbon or Rye • 100 Proof • National Distillers Prod. Corp., New York

# BUBBLE CHAMPS CHEW BUB

*Adrienne Cowan, 12, holding skates she won in recent contest.*

## –and parents approve this laboratory-pure, foil-wrapped, quality bubble gum!

"I get bigger, better bubbles every time with BUB," says Champion Adrienne Cowan . . .

And her mother, Mrs. Anna Cowan, says: "I *am* so relieved that Adrienne prefers BUB, because I know that it is *clean* and *pure* and *safe*. That foil wrapping makes such a difference!"

Yes, BUB meets all Pure Food Requirements! Made entirely in the U. S. A.—*under the most sanitary conditions*—it represents a new *high standard of quality* for bubble gum.

Warren Bowman Gum, Inc.,
Philadelphia, Pa.

**BUB**
BUBBLE GUM
FRUIT FLAVOR

for quality!
for purity!
for bigger, better, championship bubbles!

REFUND OR REPLACEMENT GUARANTEED by PARENTS' MAGAZINE IF NOT AS ADVERTISED THEREIN

*Look for the Yellow Package with the Big Red Letters — and be the Queen BUB or King BUB in your neighborhood!*



NOW

# Friendly "Sports"

REG. U. S. PAT. OFF.

## in your school colors

Friendly "Sports"
$6.95 to $7.95
some styles slightly higher

Now Friendly's mannish "Saddle-Boys" show your true colors! Seven different combinations—pick yours and let everyone see you're in good standing.

*Bea Friendly*

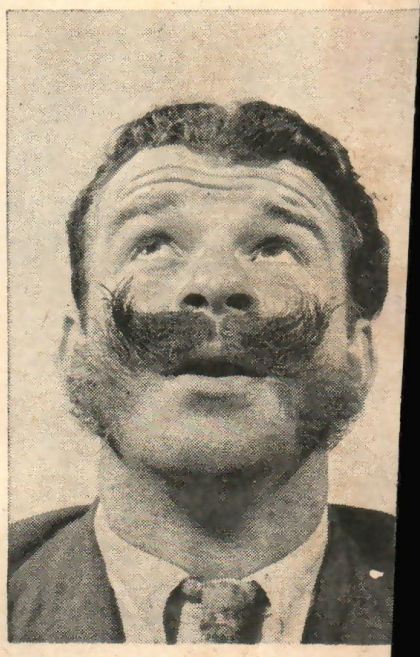
EDGEWOOD SHOE COMPANY, NASHVILLE, TENNESSEE

AT TEMPLE PUBLIC HOUSE, CLUB MEMBERS HOLD FORMAL BEER SESSION

# HANDLEBAR CLUB

## Hirsute Englishmen have made a London saloo the shrine of gentlemen who sport "smashers"

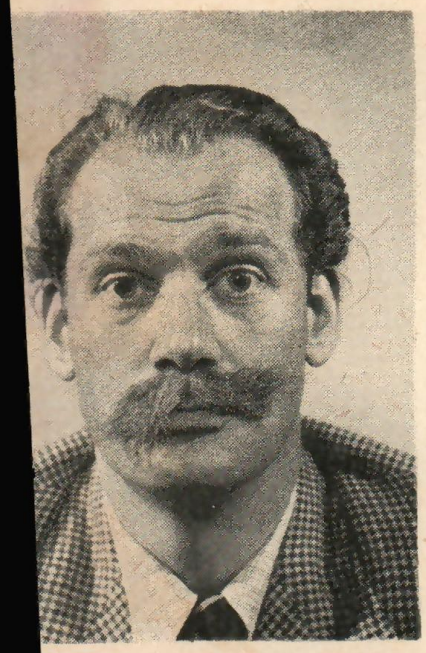
**SPLAY PUSS** is common mustache ailment of wind-tunnel workers, dive bombers who forget oxygen masks. The only cures: glue or clothespins.



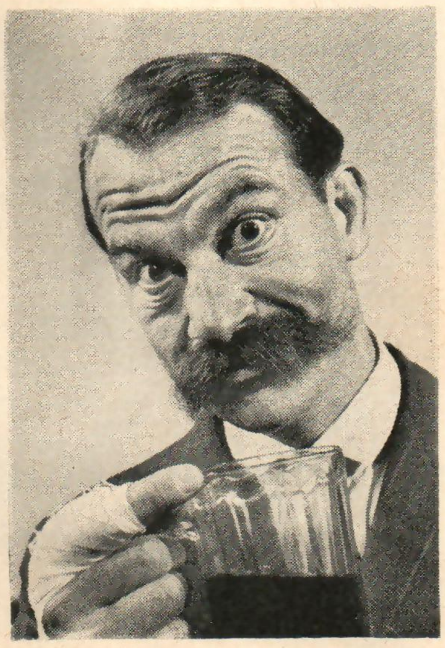
**UPSWEEP** is found among elev operators, men who wear polo sl and parachutists who favor del openings. The cure: clip-on weig

HE MUSTACHES IN THE PICTURE ON THEIR WALL HAVE BEEN TAPED ON

One postwar problem that beribboned veterans of the war failed to resee was the dreadful anonymity of civilian dress. How a group of oung Englishmen have mastered this crisis is shown on these pages. he Handlebar Club at London's Temple pub not only makes the mus- che, which they call a "smasher," mandatory but also gives members nts on treatment of some mustache ailments (*below*). Founded by a rmer RAF cartoonist named William ("Raff") Hooper and his friend mmy Edwards, the club now has many members who have grown such xuriant lip adornments that they would look strange without them.



**HT-WING-LOW** is the result of ing on one side or resting head e arm. Cure: sleep on back. Iron- ith damp cloths will not work.

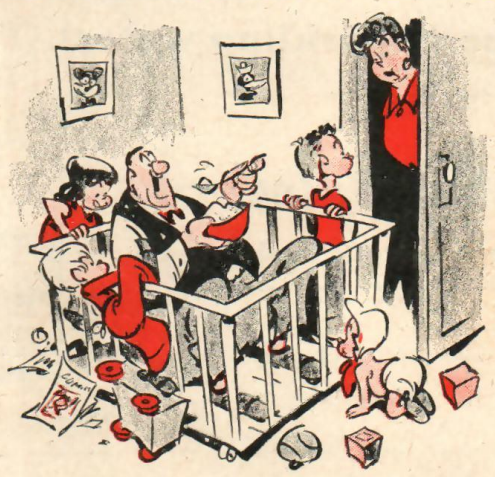


**BOOZER'S DROOP** comes from too much immersion in alcohol during the mustache's early development. Cure: stop drinking. Short of that, shave.

CONTINUED ON NEXT PAGE


CAN YOU BEAT IT! by Li'Chester

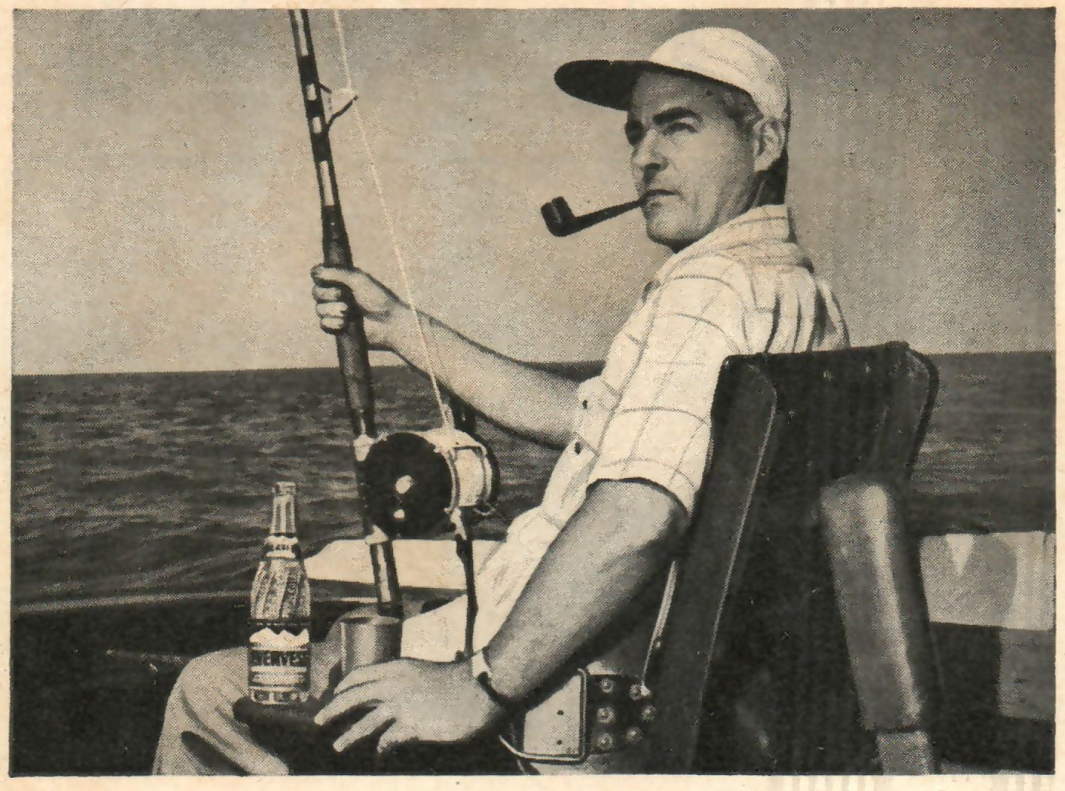
Him? Oh, just another guy who's got that "Cream of Wheat" feeling!



It's the only way Pop can get some "Cream of Wheat" for himself!

Sorry, Snodgrass—must be the Iron in your "Enriched 5 Minute Cream of Wheat!"

## Yes...he's used to the best!



He pays $500 for his Vom Hofe fishing reel...
...yet only 5¢ for the best sparkling water!

**EVERVESS Yes, Yes!**
Makes drinks taste better—costs less!

BONDED FOR QUALITY

YES . . . it's bonded for quality by a famous surety company.
YES . . . it gives you a dime-size bottle for a nickel!

Product of Pepsi-Cola Company

## BE CURIOUS about what's inside...

### to see how they'll wear

*See* the strong precision stitching in Crown or Headlight overalls, the smooth reinforced seams, the bar tacks at all points of strain. *See inside* how all buttons are anchored down. Then *feel* the sturdy, durable denim. Stretch, pull, scuff these work clothes—they welcome rough treatment. Tub 'em, scrub 'em at will—they're Sanforized-shrunk (less than 1% residual shrinkage). They're the only overalls certified by United States Testing Co.

CROWN OVERALLS UNION MADE

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BUY OVERALLS FROM THE INSIDE OUT, AND YOU'LL BUY

**CROWN AND HEADLIGHT Overalls**

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TROUSERS • SHIRTS • ONE-PIECE SUITS • JACKETS • TREE CLIMBER TOGS

**MUSTACHE OLD SCHOOL TIE** is displayed by Handlebar Club mem bers Anthony Noel Snell (*left*) and Baron Christian de Beer. Extremist mem bers like these have even put some form of the motif on their handkerchief

**MUSTACHE KISS** includes the danger of having the kiss turn into a Cofounder "Raff" Hooper found that while mustache added to his app opposite sex, it occasionally caused an embarrassing sneeze (*above*) as

*Precious pre-war*

# BOTTLED IN BONDS

*from Schenley - the House of Aged Whiskies*

Copyright, The American Tobacco Company

"Bright Tobacco," painted by Fletcher Martin

# FINE TOBACCO

## *is what counts in a cigarette*

**"Year after year,** I've seen the makers of Lucky Strike buy quality leaf—fine, ripe, mellow tobacco."
*—F. L. Evans, 25 years an independent tobacco buyer.*

**"For over 19 years,** I've seen the makers of Lucky Strike buy fine tobacco—tobacco that's got quality, real quality."
*—J. L. Cummins, 20 years an independent tobacco auctioneer.*

**"At auction after auction,** I've seen the makers of Lucky Strike buy ripe, mellow tobacco."
*—J. M. Talley, 8 years an independent tobacco warehouseman.*

## *and* Lucky Strike *means* FINE TOBACCO!

**So Round, So Firm, So Fully Packed—So Free and Easy on the Draw**

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